

# PRINTERS' INK

Registered U. S. Patent Office

**A JOURNAL FOR ADVERTISERS**

185 Madison Avenue, New York City

VOL. CXLVII, No. 10

NEW YORK, JUNE 6, 1929

10c. A COPY



## *The Pick o' The Pines*

**YESTERDAY**—so to speak—to purchase first-quality pine properly graded, seasoned and milled, one had to "know his sawdust." Today the veriest novice can select the interior trim for a skyscraper—or the lumber for a new back porch—with the same deadly accuracy as the expert—*provided he reads the advertisements.*

The Western Pine Manufacturers Association, a group of leading pine mills in the Great Northwest, are responsible for this change. Mutually bound to the highest standards of manufacture and inspection, they are protecting their product, the lumber dealer, the builder, the architect and the home owner by imprinting the pine-tree trademark on Ponderosa Pine milled by their members. Identification is complete. Purchasing is as simple as ordering a branded cigarette or breakfast food—*provided one reads the advertisements.*

Spreading the story of Ponderosa Pine and familiarizing buyers, users and specifiers of lumber with the pine-tree mark has been our responsibility for the past five years.

## N. W. AYER & SON

INCORPORATED

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK

BOSTON

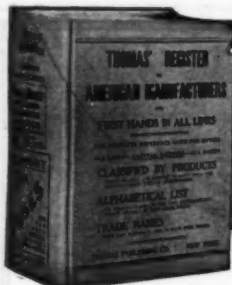
CHICAGO

SAN FRANCISCO

"Dun's book lists 2,100,000 businesses—only 26,000 have a rating over \$75,000. These 26,000 do 80% of the country's business."

—From "Magazine of Business"

**Thomas' Register paid circulation is largely in the above 26,000**



**THE BUYERS MASTER KEY  
TO ALL AMERICAN SOURCES OF SUPPLY**

**4,500 Pages 9x12  
Not Free Distribution**

**\$15.00**

A complete Catalogue of all American Manufacturers, for the purchasing activities of all individuals who investigate, specify and order. All lines, everywhere, U. S. and abroad.

Its paid clientele consists largely of upper class concerns and comprises about 50% of the total business buying power of the U. S.

They want it—order it—pay for it—use it. The only A. B. C. member of its kind. Send for audit.

Aims to list every manufacturer free of charge. More than 2,400 pay moderately for informative or descriptive matter, in addition to listings. A better bargain than free listings.

No matter what your product, this Register would often present your sales message to the right man at the right moment, the buying moment.

**Issued annually. Forms close soon for 1929-30 Edition.**

**Thomas Publishing Co. 461 Eighth Avenue, New York**

**"Out of Thomas' Often Means Out of Mind"**

**OF A BIG BUYER AT THE BUYING MOMENT**

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLVII

NEW YORK, JUNE 6, 1929

No. 10

## Your Article Is Superior—but Who Knows It?

Superiority Alone Does Not Assure Survival

By Ed Wolff

Treasurer, Hughes, Wolff & Company, Inc. (Advertising Agency)

"**W**HY should they buy it?" exploded an astonished manufacturer of rayon underwear the other day in response to my question. "Why should people buy my underwear? Why should—come here. I'll show you why."

He led me over to a sample table and spread a pair of women's bloomers before us. "Look at that crotch," he said. "On every other bloomer that I know, the wearer puts the strain on the inner seam when she steps into a car, goes upstairs, or jumps a mud puddle. Look at the construction of this crotch. See how cleverly it is designed. A woman could do the split in these bloomers and put no strain on the seams. The strain is taken up by the fabric, which in its very nature is elastic.

"Now hold that garment up to the light. Do you see any pinholes? You bet your life you don't. Look at the finish on that fabric. That's the way we make our whole line. There isn't a line of women's rayon underwear in the United States that gives as much actual quality and consumer

satisfaction as this one of ours."

Of course I shot the obvious question at him, "How much business do you do?" His answer, expressed in definite figures, indicated that his volume is less than one-twelfth of a certain well-advertised competitor's.

"Well," I argued, "if this competitor's quality is so inferior to yours—if your goods are so much better than his, why does he do more than twelve times your business?"

This manufacturer is broad-minded. He has got ahead in this world by learning from other people.

"I suppose," he said, "that it is because people know his garment and

don't know mine. I have spent many sleepless nights, much ingenuity, to produce a better garment, dollar for dollar, than anybody else, and the very woman for whom I have produced it doesn't know about it. That's something to think about. I am going to take it up with our directors."

The situation of this underwear manufacturer is not unusual. His quick response to an advertising suggestion is rare, but it shows how

*ONCE there was a man who manufactured a phonograph which, he believed, was better than any other on the market. But he forgot to tell anybody about it. So the public bought Victrolas, Brunswick's, etc., because they were advertised. Finally he decided that he, too, would advertise.*

*But he was too late, for that was the time radio ruined all but the strongest in the industry.*

*The moral to this story, if you need one, will be found in this article.*

his mind is working. Having produced what he believes is the best garment in the industry for its price, he is now paving the way for his company to reap the benefit of his ability by taking the news of that superior garment to the woman who is supposed to wear it.

Everybody who reads this article will remember when women wore muslin underwear almost exclusively, except perhaps in mid-winter when they changed over to heavy knit garments. The manufacturers of women's muslin underwear had nothing to worry about—women had always worn such garments. They always would. What was the sense of advertising? The way to get business was to put lots of lace and embroidery on the garments, use a nice quality of muslin, entertain the buyers, give them a good value, and there you were.

Then all of a sudden they found out that there you weren't. The feminine idea of fashion, almost always unexplainable, veered over to knit underwear. The knit underwear people were in their glory. Was there any sense in advertising so long as women were buying generously? No, decided most of those manufacturers, with a few exceptions, as, for instance, Munsingwear and Julius Kayser. The thing to do was to put a nice, fine quality of fabric into your garment, give it a genteel trim, entertain the buyers, and there you were.

Then they too discovered that there you weren't. Rayon, which had been under experiment in laboratories for a generation or more, suddenly became a commercial product. Rayon manufacturers by the dozen sprang up all over the country. Women took to the new fabric. Was there any sense in advertising rayon underwear while women were eating it up? Why not put out a good-looking garment, fairly trimmed and priced, and fill the expected orders?

That's the problem that my manufacturing friend has to answer. Is he going to let the one or two advertising manufacturers run away with the business in his

line? Is he, with the majority of rayon underwear manufacturers, going to risk oblivion and follow the muslin underwear and the knit underwear people if and when feminine fashion changes again? Or is he going to solidify himself with the consumers upon whom he must ultimately depend for his existence?

The claim has been made that when a manufacturer continuously and generously advertises his own product, he at the same time builds up business for his entire industry—for his competitors as well as for himself. This is not necessarily true. The manufacturer who first takes advantage of the timidity of his contemporaries can win practically the entire market for himself. What percentage of the camera business in this country doesn't go to Kodak? How many cans of soup are sold without the Campbell label? Isn't Coca-Cola the undisputed leader in its field?

When an industry has a large number of advertisers, all of whom started more or less at the same time, all of whom are more or less equally aggressive, then the entire field is stimulated and it is a severe struggle for any one concern to emerge as the admittedly dominant factor. But there are so many fields wide open right now for one energetic advertiser boldly to assert leadership and to capture it.

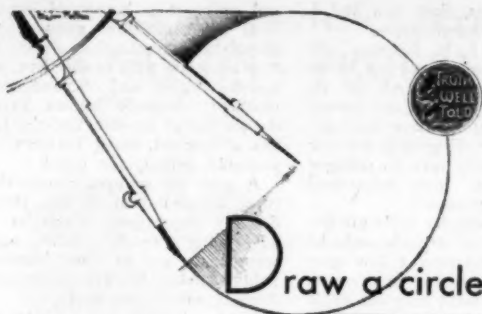
Without going into theory, let us take a couple of actual examples. Probably everybody remembers the beautiful advertisements published by the United Fruit people on bananas. Last year the United States imported 3,300,000 bunches of bananas in excess of its 1927 consumption. The annual increase has reached a figure as high as 8,000,000 bunches. And Congress is to be asked to put a stiff import duty on bananas.

#### *If Bananas Cost 7 Cents Will We Eat Apples?*

This action is being advocated by our farm leaders. When bananas cost 3 cents each, a good apple costs a nickel. Our American fruit growers reasoned that if the duty raises the price of bananas to 6

THE  
NEW Y  
DENVE





Draw a circle with a radius of 500 miles • an overnight trip • around each of our nine North American offices and within these you have eight out of every ten people in the United States •

To our advertisers this proximity means a nearness for service contact, a closeness to numerous market places for familiarity with them, and an intimate knowledge of consumer buying habits and their variations... So also with our foreign offices—London, Paris and Berlin. And being close to our clients' problems in thought—as well as in person—is not the least important part of our service.

THE H. K. **McCann** COMPANY  
ADVERTISING

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • LOS ANGELES • SEATTLE  
DENVER • MONTREAL • TORONTO • LONDON • PARIS • BERLIN

cents or 7 cents, then you and I will prefer the 5-cent apple.

But will we? If bananas are made prohibitive, are we not likely to turn to oranges? All of us know Sunkist. If we can't afford the bananas that we have been advertised into wanting, will not our selection naturally turn to oranges which have also been advertised into our consciousness?

Then where will the apple grower be? Perhaps the remedy will be for Congress to pass a law prohibiting the advertising of oranges. But even that won't help the apple grower.

The high duty will make our bananas expensive. The lack of orange advertising will make us forget to buy oranges, and the lack of apple advertising will leave the apple consumption probably just about where it is.

The California grape growers realize this. Recently they organized a \$1,000,000 fund to advertise California grapes. Raisins and walnuts are being advertised right now. The apple growers had better legislate against walnuts and raisins at the same time that they prohibit the advertising of oranges and slap a heavy duty on bananas.

If the apple growers of this country really want relief, there is only one way to get it—to make the consumers want more apples. That cannot be done by legislation. The proper remedy is advertising.

For years and years sauerkraut was the subject of hundreds of jokes. One could always raise a laugh by mentioning sauerkraut or by comparing some other article with it. Along came some people with vision, advertised sauerkraut juice, and now we pay 15 cents for a wine-glass full. The sauerkraut juice is no better than it ever was medicinally. The difference is that advertising has made sauerkraut juice a stimulant instead of a joke.

Recently a new vegetable has come on the market—broccoli. Its use is spreading rapidly. Every time a dish of broccoli is served on a table, a dish of cauliflower or Brussels sprouts has lost a sale. Will the broccoli growers advertise its virtues to increase its sale

and make it a household staple? Will the cauliflower growers tell us palatable truths that we do not now associate with cauliflower, and thereby regain and expand their market? Nobody knows except the parties at interest, and the parties at interest, being farmers, are probably yelling for relief.

A year or so ago, a manufacturer of dental appliances turned down a suggestion offered by his advertising agent. The agent wanted to go to the American public and advocate patronizing dentists more frequently.

"This advertising over your signature," he argued, "will win you the good-will of the dental profession. Its only way to express that good-will which will lead to the purchase of your product."

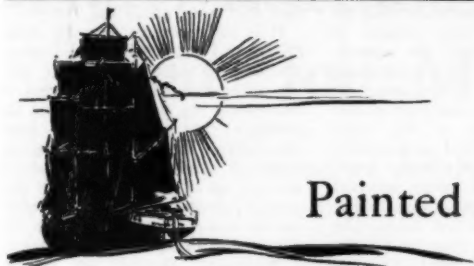
"No," said the manufacturer, "I guess we'll stick to our professional papers."

Today Lavoris, by a coincidence, is utilizing that same idea, and when I walked into my dentist's office last week he had a color page advertisement over the signature of Lavoris pinned to the wall of his waiting room. He tells me that he will use and recommend Lavoris more than ever.

"How can I help it?" he asked me. "Lavoris is a good product and the makers are trying to build up my practice. One hand washes the other. Lavoris is for me. I am for Lavoris."

What about the manufacturers of surgical instruments? Of remedies that are marketed with the approval of ethical physicians? How about the sugar that goes into the candies we eat? How about the flavors that go into our ice cream sodas?

This last suggestion is particularly apt. I happen to know, on excellent authority, that the manufacturer of one of the finest soda flavors in this country—a line claimed by the trade to be superior to any—is strongly opposed to national advertising for his product. I happen to know on unquestionable authority, that Coca-Cola's dividends are bigger than the sales of the biggest individual flavor maker in America. The dividends



## Painted ships on painted oceans . . .

Dead calm; oily seas; red ball sun. Shrieking winds; mountain waves; the blizzard's chill—a boresome, oft-times gruesome monotone of nights and days. Such was travel at the whim of the four winds when Boston to San Francisco meant weary months by sail around the Horn. ¶ The Atlantic remembers. For even then The Atlantic Monthly was bearing the torch of contemporary literature and commerce, carrying the message of the metropolitan marts to those then building the new great empire of California. ¶ A magazine of tradition? Yes. But far more important is The Atlantic Monthly's record as a publication of traditional progress and traditional quality. ¶ For The Atlantic effectually combines the forward thinking of today with all the glorious tradition of its past. Its advertising columns are more than ever a guide post to our nation's mighty progress. ¶ The Atlantic Monthly represents the sheer buying power of 130,000 receptive, intelligent and able minds—comprising a market of exceptional opportunities.

# THE ATLANTIC MONTHLY

8 Arlington Street, Boston, Mass.

ONE OF THE QUALITY THREE

"AMERICA'S MOST QUOTED PERIODICAL"

of one are bigger than the sales of the other. Coca-Cola believes in advertising nationally. The flavor maker doesn't. His product, so he says, is superior. But who knows it?

Superiority alone is not enough to assure survival. Well-supported figures indicate that more than 80 per cent of the retail volume in this country is sold to women. Women's tastes are notoriously subject to change. The very fact that a style existed last year is sufficient to condemn it this year. But even on standard merchandise in which style is not a factor, superiority alone cannot assure survival. Let Campbell's Soups stop advertising and within a few years their sales will begin to dwindle rapidly, and for a very good reason—change of market.

Retailers and manufacturers whom I have interviewed agree that the largest bulk of buying in both sexes is done between the ages of twenty-five and forty-five—a twenty-year stretch. This is only another way of saying that every year 5 per cent of the big market slips away, to be replaced by 5 per cent of new buyers. The product that was superior for one generation is not necessarily superior in the views of a later one. Within five years 25 per cent of the large market will have changed. Campbell takes good care that its market does not change.

But how about the hot dog manufacturers? Is that succulent edible going to confine itself to roadside stands and baseball crowds, or will it advertise itself into increased consumption? Or will some clever food experimenter come along and devise something new, spread the glad tidings before us in the prints, and take away the hot dog man's business?

We men wear neckties because they are customary. Will the Prince of Wales spring a new idea one of these days and appear in a collar of novel design and without a necktie, thus setting an example for all of us to follow? Or will the necktie manufacturers keep us thoroughly sold on our present kind of cravats?

Doctors and public are beginning to appreciate the value of elemental sunlight on the bare skin. Will this little wave of enthusiasm die away unnoticed, or will producers of building materials sell architects and public the idea of building a solarium on the roof of every structure that goes up in the future?

It is only respect for the readers of this publication and fear of the editor's blue pencil that prevents the use of strong terms in expressing my personal idea of the nuisance that comes to us from shoe laces. Will a shoe lace manufacturer produce a better article and tell us all about it, or will that industry continue to wait for some one to come along with a new device and grab off its entire market?

Nurseries depend on ground space around homes for a large share of their sales. Homes are growing fewer. Apartment houses are increasing. Will somebody advertise the apartment dweller into the universal use of window boxes to raise flowers, or will that end of the nursery business gradually decline and pass out?

Cattle are growing scarcer. Hides are rarer and shoes consequently more expensive. Are the leather people going to keep us thoroughly sold on leather for footwear, or will they wait for some bespectacled chemist to come along with a synthetic product that will be advertised into our preference?

Your product may be superior to your competitor's. But superiority alone does not assure survival. Don't depend on the dealer. He sells the public what the public wants to buy. If your product is superior, make sure that the public knows about it thoroughly. Otherwise, before it wakes up to the unusual excellence of your article, somebody may advertise the public into wanting something else.

### Rodney E. Boone Opens Philadelphia Office

Rodney E. Boone has opened an office at Philadelphia. Donald N. Whiting, formerly with the New York office, is in charge. He will be assisted by Ralph P. Kinder, who has been associated with the national advertising department of the New York American.

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Thorough Trading Area Coverage Through One Newspaper!

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# What Milwaukee Buys —and How Much

**T**HE 1929 Consumer Analysis of the Greater Milwaukee market—eighth annual edition now on the press—contains invaluable merchandising data for organizing sales and advertising campaigns in this prosperous territory.

Brand preference, annual consumption of various products over a period of four to eight years, and other accurate data for gauging sales possibilities are provided through information obtained each year from a true cross section of all Greater Milwaukee families.

Write for your copy of this valuable analysis on your business stationery.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

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Read by More Than 4 Out of 5 Greater Milwaukee Families!

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# District Sales Managers Govern This National Campaign

National Biscuit Company Lets Them Choose Copy for Their Territories

A NATIONAL newspaper campaign is being conducted by the National Biscuit Company in about 450 newspapers in 250 cities, and the company is making its district sales managers the final arbiters as to what advertisements will be used in their territories.

This week, for instance, one advertisement is being used in Boston, another in Philadelphia and still another in Chicago.

This is a radical departure from the procedure usually followed in the conduct of a national campaign. Yet the company believes that its present policy is designed to get the maximum of efficiency from its advertising efforts.

Every advertiser with a wide line of products has found himself face to face with the vagaries of local taste. In Boston, consumers may crave certain products that are total losses so far as Chicago or New Orleans are concerned. Yet the advertiser must plan his copy so that he will be getting the maximum results in Boston, Chicago and New Orleans.

It is theoretically possible to educate the people of Chicago to like something which the people of Boston like. It can be done—but sometimes the cost of such a procedure is too great for the benefits to be derived.

National Biscuit has prepared a number of advertisements featuring various products in the line. These advertisements have a fam-

ily resemblance and are built around the idea of weekly features. On each is a headline emphasizing "this week's Uneda Bakers feature" and each advertisement deals with one product alone, with, of course, a suitable tie-up with the company's name and trade-mark.

Experience has taught the company that if one variety of biscuit is featured in every part of the country there is bound to be some advertising waste unless one of the varieties of almost universal use is given prominence. If the advertising, however, is confined to a few popular varieties the line is bound to become top heavy and in certain sections of the country varieties which might be leaders if pushed properly, plug along without advertising help.

In order to take care of this situation the company is allowing the district sales managers to choose which advertisements will be run in their own territories each week. It is the district sales manager who is closest to his own territory, who knows the vagaries of consumer demand in that territory, who knows what dealers demand and what his salesmen can push. Therefore he is logically made the final arbiter on what copy should be run in his territory.

As a result, each week there are in the country a number of weekly specials instead of just one. In Boston, Premium Soda Crackers



**This week's**  
**"Uneda Bakers"**  
 feature  
**O-SO-GUD**  
MADE IN U.S.A.  
**BUTTER PRETZELS**



How long does it take to eat a pretzel? They're just as good as ever. Shiny brown twists with a dry salty flavor. Fine for soups, salads and food delights. Buy them by the pound.



**NATIONAL**  
**BISCUIT COMPANY**  
**"Uneda Bakers"**

*One of the National Biscuit Company's Advertisements Featuring One Product Only*



**The Des Moines Sunday Register**  
is the **ONLY** Sunday newspaper  
published in the central two-  
thirds of Iowa, including a pop-  
ulation of 1,250,000.

## **The Des Moines Register and Tribune**

*A metropolitan Sunday newspaper  
with over 185,000 net paid circu-  
lation at 10c per copy.*



may be featured this week, while in Chicago the advertisements tell about Milkeen Grahams and in New Orleans, Raspberry Jumbles. It is, in a way, a complicated arrangement but the company did not announce its plan until it had worked out a routine whereby the campaign could be conducted almost mechanically.

The results have been marked. It has always been the policy of the company to have its salesmen talk about its advertising and the salesmen have been faithful in performing that task. But there is a difference, for the salesman at least, in plugging something which his district sales manager has chosen and in pushing an item which has been chosen by the home office for the whole country. Reactions from salesmen show that they are regarding the new advertising plan with a renewed interest and are really putting themselves behind it.

For the district sales manager the plan offers a new incentive to get his salesmen behind the advertising and a new opportunity to make a showing in his territory for varieties which he knows will have a wide appeal if properly advertised.

The effect on the consumer is equally beneficial. She finds featured varieties which appeal to her taste and take into account her preferences. Indeed, wherever possible the company adds a local flavor by pointing out that the product was baked in a local Uneeda bakery. For instance, an advertisement featuring Premium Soda Crackers in California carries the line "Baked in California." Thus there is an appeal not only to local pride but also the inference that the product must be fresh.

Dealers like the plan, of course, because it is built on the demands of their consumers, and at the same time is designed to stimulate demand for varieties which at present are not enjoying anywhere near the popularity they should. Dealers who have been indifferent toward or even antagonistic to advertising are now showing a new interest in the company's efforts.

This type of campaign manage-

ment offers many interesting possibilities to a company which wishes to push new varieties sectionally. For instance, if National Biscuit originates a new variety in its Buffalo bakery the district sales manager in that area can try it out by means of local advertising. If the variety goes it can then be pushed in other parts of the country, as bakeries in those parts are in a position to produce it. This is mentioned here rather as a possibility than as something that is actually being done, but it does show the ramifications of the flexible campaign policy.

The copy being used is simple, confined for the most part to short paragraphs telling something about the product advertised. The product is always illustrated in a simple line drawing and frequently there is also a small picture of the package in which the product is sold. The company's trade-mark, plus the Uneeda boy and the company's signature, "National Biscuit Company, Uneeda Bakers," are permanent features of each advertisement.

### E. F. Corbin Elected to Meredith Board

E. F. Corbin, director of promotion and sales of the Meredith Publishing Company, Des Moines, Iowa, has been elected a member of the board of directors to fill the vacancy caused by the death of E. T. Meredith. Mr. Corbin, who was formerly director of circulation, has been a member of the Meredith organization for eighteen years.

### APW Paper Company Appoints H. K. McCann

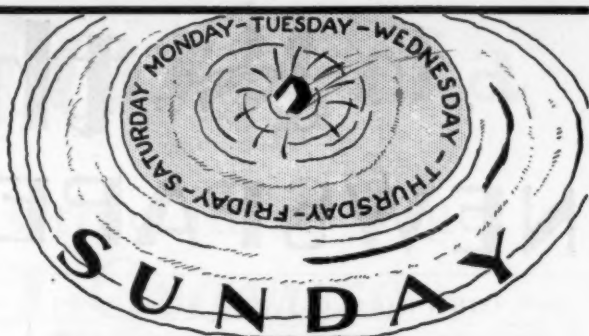
The APW Paper Company, Albany, N. Y., manufacturer of Satin Tissue and other brands of toilet papers, has appointed The H. K. McCann Company to direct its advertising account.

### Lord & Thomas and Logan Elect L. M. Masius

Leonard M. Masius, who has been with Lord & Thomas and Logan for the last several years, has been elected executive secretary of that organization.

### Hearst Appoints Paul Block

Paul Block and his associates have been appointed by William Randolph Hearst to represent the New York American and the Sunday American in the national advertising field.



## THE WIDER RIPPLE

**B**ECAUSE it offers the national advertiser an **EXCLUSIVE** audience in a big, busy industrial city; because it offers, in addition to concentrated coverage at home, a wider circle of readers throughout a rich agricultural area in Florida and South Georgia—the **SUNDAY** edition of The Florida Times-Union is an exceptional “buy” for the manufacturer whose products are or should be in this large and growing market. It is the only Sunday newspaper published in Jacksonville. The industrial workers’ day of rest is an advertising opportunity on which we’ll send you any facts you need.

### The Florida Times-Union JACKSONVILLE, FLA.

Represented Nationally by  
**REYNOLDS-FITZGERALD, Inc.**  
(Formerly Benjamin & Kentnor Company)

New York . . . 2 West 45th Street	Philadelphia . . . 1524 Chestnut Street
Chicago . . . 203 N. Wabash Avenue	Los Angeles . . . 117 West 9th Street
San Francisco . . . 58 Sutter Street	

# the NEWSPAPER

**THE CHICAGO DAILY NEWS**

PHOTOGRAPHIC SECTION

NEW YEAR—1929—1930

SATURDAY, MAY 18, 1929

A PART OF THIRTY DINGS







**THE CHICAGO DAILY NEWS**  
**MIDWEEK FEATURES**

PICTURES • STORIES • INTERESTING ARTICLES • BOOKS • ART

May 17, 1929

A Part of Thirty Dings



**THE BRIDE LINDBERGH CHOSE**—By WILLIAM ALBERT WOOD

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# Story of a

—as told in its pages

## 9 Gravure

The Chicago Daily News makes use of the photo-gravure process to produce two week-day supplements of great distinction, reader interest and advertising value.

**THE PHOTOGRAVURE SECTION:** Issued each Saturday, presenting in the familiar gravure tint six to twelve pages of news and art pictures unusual in their timeliness and beauty of reproduction.

**MIDWEEK FEATURES:** A Wednesday supplement, tabloid in size, two-color in process, sparkling and original in its specially prepared feature content.

Each of these supplements has met with instant and continued favor with the Chicago reading public, materially increasing the circulation of The Daily News on the days of their publication.

# THE CHICAGO DAILY NEWS

*Chicago's Home Newspaper*

### ADVERTISING REPRESENTATIVES

#### NEW YORK

J. B. Woodward  
110 E. 42d St.

#### CHICAGO

Woodward & Kelly  
300 N. Michigan Ave.

ATLANTA, A. D. Grant, 711-712 Glenn Bldg.

Member of The 100,000 Group of American Cities

#### DETROIT

Woodward & Kelly  
408 Fine Arts Bldg.

#### SAN FRANCISCO

C. Geo. Krogness  
303 Crocker 1st Nat'l  
Bank Bldg.

There is no bet-  
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advertising me-  
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newspaper itself.  
In the char-  
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even the char-  
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er it attracts.

# Don't Lose Money because of lack of distribution in OKLAHOMA



**T**HOUSANDS of dollars annually are being lost by manufacturers who are attempting a national sales program without distribution in Oklahoma. : : : : : : : :

Don't let this happen to you. Oklahoma is one of the leading agricultural States in the United States, ranking ninth among all the States in total value of all crops in 1928. : : : : :

In order to enjoy volume sales, it is as essential that you have distribution in Oklahoma as it is to have distribution in Cleveland, Los Angeles and Kansas City. : : : : : : :

If you have no distribution in Oklahoma, The OKLAHOMA FARMER-STOCKMAN will gladly work with you in going after business here. A letter from you with information about your product will bring an explanation of how we can help. : : : : : : : :

189,616 ABC CIRCULATION EACH ISSUE

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adv. Mgr.

The OKLAHOMA PUBLISHING COMPANY

100 EAST OKLAHOMA OKLAHOMA CITY, OKLA. W. A. V.  
Also Sold Chicago District Office & Many Special Advertising Agencies of Various Cities, Atlanta, San Francisco

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# Ye Gods! Did You Ever See Such Weather?

Yes—For the Last Five Years or More—So Instead of Crabbing Why Not Do Something about It?

By J. K. Macneill

Sales Manager, Hewes & Potter, Inc.

EVER since Mark Twain tossed off his famous quotation, the world at large has accepted the truth underlying his humor and to date has not made any serious attempt to "do anything" about the weather beyond scattering electrified sand among the clouds, and other futile stunts. Probably nothing ever will be done about it, as all of us have learned to accept our particular local brand of weather and make the best of it.

But what about the things that weather affects? Business for example? Why hasn't more been done about that? Why do we sit idly by and watch old Jupiter Pluvius steal millions from us each year? Why do we continue to permit the wish to father the thought and do nothing more than equip ourselves with umbrellas when it looks like rain or galoshes when snow threatens? Is our collective imagination bounded by such restricted limits?

Much has been written during the last few years about the influence of style on business. We have seen exhibitions of art in trade. We have been made color conscious. We have seen these two things, style and color, creep into practically every line of business from bathrooms to farm machinery. We have witnessed the birth of the stylist and a subsequent dis-

agreement whether this invaluable individual should be at the point of production or the point of sale.

But along with all of this we have taken for granted and entirely disregarded our good old

friend, the weather man. We have gone ahead on the advice of the stylist and plunged heavily on fancy rubbers only to find that there was no snow. We have stocked up and filled our glittering display windows with the last word in stylish straws the middle of May, and started to sell them a month later. We have done innumerable other foolish things which could have been eliminated had we paid more attention to cumulus clouds and less to accumulating merchandise.

Style is, without doubt, the most powerful influence

in selling merchandise, but running it a close second is climatic conditions. Good style and good weather can be potent stimuli, but bad style and unreasonable weather are equally as potent deterrents and the unfavorable sides of both these factors are deserving of the most careful consideration at all times.

But, returning to the original question, what can be done about it?

We cannot hope to alter the weather, but we can, I think, do something about adjusting our styles to its vagaries. I am not

**MR. MACNEILL** writes us:

*"I've always been impressed by the fact that a large percentage of retailers, wholesalers and manufacturers do a lot of crabbing about the weather and its effects on business. I've also noticed that nobody ever does anything about it."*

*"I am firmly of the opinion that a great many millions can be saved by a closer study of seasons and weather trends and the co-ordination of manufacturing and selling campaigns with these trends."*

*"What do you think of it?"*

*The "it" is the accompanying article. We'd like to pass Mr. Macneill's question along to our readers.*

*What do you think of it?*

concerned with the daily forecasts that emanate from our local forecasters. They are useful for immediate purposes or for planning things a day or so ahead, but they are valueless to the manufacturer who wants to know how his product is going to sell next winter.

I have just returned from a trip that carried me right across the country as far west as Oklahoma and south to Atlanta. Everywhere I was greeted with the same old song. If we would only get some warm weather we would do some business. Can you beat this for a cold spring? And so on. It not only affects sales but slows up collections on previous sales so that the manufacturer is in the double quandary of not being able to sell his goods because the merchant already has plenty and because the credit department will not check.

But why don't we learn our lesson from one year and apply it to the next? We all have been aware of a gradual change in the seasons in this part of the world during the last ten years. The winters have been late and less severe while springs have been either late or non-existent and cold, rainy and windy to boot, while floods and tornadoes have been on the increase. In Northern climes we have played golf until Christmas Day and on summer greens at that, something that we did not do before the war very often.

Only several weeks ago, Charles F. Marvin, Chief of the United States Weather Bureau at Washington, issued an official statement tending to confirm the above. He produces charts, graphs, reports and maps to prove what he says, stating that winters are gradually getting later and less severe and that the country has been getting decidedly cooler weather in spring than formerly. He does not give any reasons and insists that the Weather Bureau does not believe any permanent change in climate has occurred. "All that can be said," he tells PRINTERS' INK, "is that fluctuations covering considerable periods of years do occur and justify the feeling on the part of some that more or less permanent

changes of climate have occurred. However, the so-called normal conditions will again prevail, sooner or later."

What is this gradual change in seasons doing to business? I am intimate only with one industry—the men's clothing and furnishing business, but I can safely say that weather inconsistencies have just as much effect on practically all businesses as they do on ours.

Take men's hats for instance. I cannot remember a year for the last five when there has not been an epidemic of practically nationwide crabbing over the cold weather we have had during the months of May during those years. May 1 or May 15, according to section, have always, for some unknown, mysterious reason, been hallowed as Straw Hat Days. Why there should be a particular day when this type of headgear is put on for the first time is beyond me, but apparently the hatters have so dictated.

Apparently this was the earliest part of the year when they could reasonably count on warm weather and so they appointed a starting time, probably in the hope that most of the customers would be back about the middle of August for a second edition. It is common knowledge, however, that during the last few years they have been disappointed in this hope. The springs have been persistently long and cool. It has been well into May and even June before even topcoats were finally removed in the more populous sections of the country. And this type of weather has held year after year.

Does it not seem, therefore, that the hat industry could profit greatly by adjusting its schedules to this changed condition? Instead of religiously clinging to precedent and attempting to force straw hats in May, when coal dealers are still doing a rushing business, why not create a new hat season to span the gap between the winter derby and the summer straw? Why not have instead of straw hat day a light felt day, to come about the first or middle of April? Most winter hats are in bad shape by

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the end of March and most of them are clung to until advertising, weather or force of habit compels a change to straw. It seems to me that a concerted effort on the part of the hat industry could not only create this additional season but also a fourth one in the fall. They may be doing just this thing but if they have the secret has been well kept.\*

The same thought can be applied to any line of business that depends either wholly or partially on weather conditions to make sales. In reading a table of peak seasons in various lines of business, I was impressed by the fact that a great many fell during the months of April and May. Without doubt most of those businesses made arrangements long ago to have large stocks manufactured and accumulated at distributing points in readiness for the big season, only to be disappointed and compelled to wait for weeks and possibly months.

Articles that people use outdoors will not reach their sales peaks until some time later, while things that find an indoor utility will do well to provide for an extended selling season. More reading and bridge playing is being done in relation to the season than golf or motoring. Will not the department store do well, then, to feature card sets, books and furniture in April rather than golf sticks, bathing suits and porch hammocks?†

An official of a Boston store that is the largest and most successful of its kind in the country told a member of my company the other day that his store kept an *hourly* record of weather and temperature every single selling day of the year. He stated that their

sales in every department could be determined approximately in advance by anticipating the weather. We naturally assume that the suburban housewife will not venture to town if it is raining hard, but we cannot hazard a guess as to how many of her will come if it only looks like rain. They can in that store. They will also tell you that the office girl who shops from 12 to 2 will run to the nearest lunch counter on a rainy day and that only a certain percentage with absolute necessary purchases to make will shop.

It furthermore is a well-known fact that weather cheers or depresses according to its nature. A long spell of cold and rainy weather such as we have "enjoyed" this year will get people in a more or less gloomy state of mind. It is difficult to arouse enthusiasm in them, particularly to the point of buying something which can as well be put off.

#### *Today or Maybe Not at All*

A point worthy of remembrance is that sales that are not made today are quite often not made at all. So that if a manufacturer or retailer lays plans to run a selling campaign on winter goods in November or summer goods in May, and experiences a brand of weather contrary to what he anticipated, while he may sell part of his outlay, he can only hope to sell the balance at a later period and probably at sacrifice prices. A season is here and it is gone. Bathing suits are all wet in August, both literally and figuratively. If you cannot judge fairly accurately on when they are going to be needed, you might just as well figure on at least a partial loss.

The weather can have its effect on publishers, if you want something removed from merchandise. I don't recall that any periodical space salesman has ever approached us with a proposition for advertising that took into account the weather in any way, shape or manner. And yet why not? Why should we always be approached to advertise more heavily just before Easter? How many men in

\*On May 6 there appeared in New York newspapers an advertisement sponsored by some 125 dealers featuring a hat called the "Bognor." This is described as a between-season hat. It is the hope of its sponsors that it will overcome the pre-straw hat lull in the industry.

†We understand that a New York department store has made a thorough study of weather conditions in New York. It has come to the conclusion that the seasons have changed and it plans to alter its merchandising plans accordingly.—[Ed.]

the rank and file of life get all dolled up for Easter any more? Precious few, outside of the thoroughfares Fifth and Commonwealth Avenues.

Why not appeal to them, then, when the weather says it is time to change their plumage? Why not go after the oil burner companies for appropriations of extra size during March, April and May? That is the time when men are disgusted over having to buy more coal and shake the fire down in the mornings, and not in the fall, when they do these things in anticipation of nice warm rooms. There must be literally hundreds of businesses that find their sales either increased or curtailed by an extended winter. In either case, they should be ripe prospects for increased advertising.

There is no limit to the advantages that can be gained by a study of the weather trends. We have now seen five or six consecutive years during which this tendency of late winters and milder ones (punctuated of course by colder spells) and of late springs and summers has been unmistakably displayed. The whole calendar seems to be moving in one general direction and this on no less authority than the highest in the land—the Weather Bureau at Washington.

We are all wrapped up in the chain store problem, in distribution methods of the next generation, in changed living habits. We are absorbed with a new appreciation of the influence style is having upon our purchasing habits. We are trying new and better methods of accounting and control. We have safely hurdled "turnover," "hand-to-mouth," and "sales resistance." We are still flirting with "consumer-consciousness" and "questionnaires." All of these things are worthy of study so let us continue to probe their effects on our business progress, but let us not forget that all our findings, no matter what the phase of business, can be rudely put out of joint by neglecting to give heed to the most fundamental thing that affects our daily lives—the weather.

## Francis DeWitt Joins White & Parton

Francis DeWitt has resigned as vice-president and general manager of the George C. Sherman Company, Inc., New York advertising agency, and has become vice-president and director of White & Parton, Inc., New York advertising and marketing counselors. He was for six years with the former George Batten Company, Inc., now Batten, Barton, Durstine & Osborn, Inc.

## G. F. Hartford with Chicago "Herald and Examiner"

George F. Hartford, recently Western advertising manager of the New York *American*, has been appointed assistant to the publisher of the Chicago *Herald and Examiner*. He was previously associated with the *Herald and Examiner* in the position of national advertising, circulation and local advertising manager.

## Quaker Products Company Appoints Arthur Hirshon

The Quaker Products Company, Inc., Philadelphia, Kansas Cleansing Powder, has placed its advertising account with The Arthur Hirshon Company, Inc., New York advertising agency. Color pages in magazines, black and white in over 150 newspapers and radio will be used in an advertising campaign which starts this month.

## G. Logan Payne Company to Change Name

The G. Logan Payne Company, publishers' representative, will change its firm name, effective June 15, to Small, Spencer & Levings, Inc. Offices will be located at Chicago, New York and Boston.

## Erwin, Wasey Appointments

J. B. Johnstone, for the last year with Erwin, Wasey & Company, New York, has been appointed copy chief of that agency.

Marvin S. Knight has been made a vice-president of Erwin, Wasey & Company. He has been with this agency since 1927.

## Leo McCusker with Van Allen Agency

Leo McCusker, recently with the Quinlan Company, Chicago, has joined the Van Allen, advertising agency of that city, as head of the merchandising division.

## Foldex Appoints Shuman-Haws Agency

The Foldex Electric Heater Company, Detroit, has placed its advertising account with the Shuman-Haws Advertising Company, Chicago.



# STRENGTH OF THE SATURDAY NEWS

**T**HE INDIANAPOLIS News is never apologetic about its Saturday issues. Indeed, Saturday is—and always has been—a *big* day for The News and an *important* one for national advertisers. More circulation, more columns of news and more reader attention. A copy of this unusual week-end edition, mailed upon request, will prove convincing.

**S**ATURDAY is the peak day in Classified Advertising. Buyers of Classified Advertising, seeking immediate results, know when and where to spend their money to get them.

*The News... ALONE... Does The Job!*



## The INDIANAPOLIS NEWS

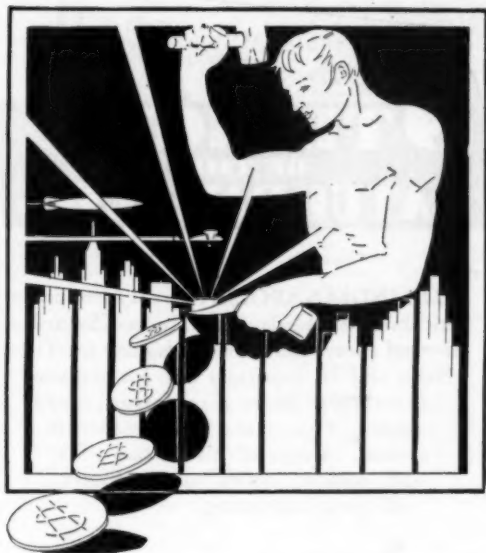
*Sells The Indianapolis Radius*

DON BRIDGE, Advertising Director

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
Lake Michigan Bldg.

**300** wholesale and 4,690 retail establishments in Indianapolis, serve 37 towns of over one thousand population.



## What makes New York the world's richest market?

**T**HE 2,500,000 people here who are engaged in gainful occupations!

... who are the wage earners in two million Metropolitan New York homes!

... where nearly ten million consumers reside!

Of this number, more than 812,000 are engaged in manufacturing. Nearly 140,000 are employed

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in the building trades. Transportation furnishes occupations for more than a quarter million of them.

392,000 are engaged in business. 168,000 are engaged in professional services. Public service activities furnish employment for 60,000.

These are the workers . . . and a large share of the spenders . . . among the 9,835,000 people who live within the boundaries of the huge New York Market.

And there is just one way to reach the largest share of them in every income group throughout New York's five boroughs and its wealthy suburbs. That is through the newspaper that goes into the homes of 603,000 families here each day. The newspaper through which their buying preferences are moulded. The one dominant evening newspaper in the New York Market through which you may tell the worthwhile homes of New York the story of your merchandise and your services. This is the one newspaper through which you may gain dominant sales here . . . and at a single advertising cost.



# NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

CHICAGO:  
Hearst  
Building

DETROIT:  
General Motors  
Building

NEW YORK:  
9 East  
40th Street

ROCHESTER:  
Temple  
Building

BOSTON:  
5 Winthrop  
Square

*Member of International News Service and Universal Service*

*Member of Audit Bureau of Circulations*

# The Home Newspaper in Detroit Has

## The greatest volume of advertising

The Detroit News regularly carries more advertising than both other Detroit newspapers combined and has 15 times been either, first, second or third in advertising in America.

## The greatest circulation weekdays or Sundays

The News, either weekdays or Sundays has the greatest circulation in the local trading territory or in Michigan as a whole, giving advertisers an opportunity to reach at one cost the largest possible group of buyers.

## The greatest home coverage

In the city of Detroit, The News alone, reaches four out of every five homes taking any English newspaper—this from an actual survey. You can cover Detroit well by using only The News and thus assure yourself economical sales costs.

# The Detroit News

THE HOME NEWSPAPER

*New York Office*

*Chicago Office*

L. A. KLEIN, 50 E. 42nd St. J. E. LUTZ, 180 N. Michigan Av.

# Frank Presbrey Writes the History of Advertising

A Truly Monumental Work of 625 Pages and 350 Illustrations to Be Published June 7

By Roy Dickinson

IT is a fortunate thing that Frank Presbrey many years ago decided that some day he would write a history of advertising, and then worked at his task until it was finished. For to write a history of advertising presents almost the same difficulty as writing the history of mankind and is a no less ambitious project.

In the library of PRINTERS' INK repose no less than 324 books on the subject of advertising. But only one, that written by Henry Sampson in 1875, pretends to be a history. Even that work might better have been called "The Curiosities of Advertising." All other authors have written either fragmentary or specialized surveys. Mr. Presbrey's book is a complete history of advertising. If it is difficult to take a definite point of departure and know what to leave out in writing such a history, it is equally difficult for the reviewer to do justice to so monumental a work and one so fascinatingly written.

Mr. Presbrey was eminently qualified for his task. He had the time, the energy, and the perspective to do a thorough job and he has done so. He has performed a very difficult task in a most intelligent and discriminating manner. Naturally a man who has spent a lifetime in the practice of modern advertising and who has had personal contact with the executives of many of our largest corporations through directorships in a large

number of them, would discover much new material for such a book.

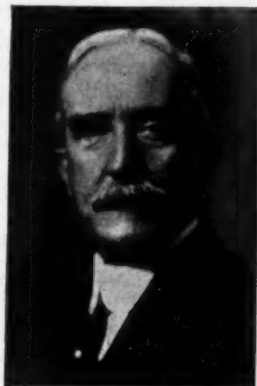
The reviewer finds in the Presbrey book, published by Doubleday, Doran & Company, a great mass of material which is new, and never before discovered by writers. Much

of it was dug up through patient research at the British Museum, the Congressional Library, the Public Libraries of New York, Boston, Philadelphia, the New York Historical Society and like sources.

The point of departure for his big work, instead of being the inscriptions found on the walls of Pompeii, which have long been a favorite starting place for essays, is a discovery of the advertising idea in ancient Greece, Egypt and

even Babylonia. For he discovered the advertisement of an ointment dealer, a scribe and a shoemaker in the form of inscriptions uncovered by archaeologists in the latter place. He even suggests the appearance of the sandwich man in early Carthage. Unusual illustrations of the earliest material give a taste and a promise of the interest of the whole book which the remainder fully justifies.

After a quick survey of advertising in the Middle Ages, where he shows proof that we are indebted to the French tavern keeper for the street sampling idea, Mr. Presbrey comes quickly to the time when advertisements were called "siquis" because they usually began



Frank Presbrey



with the phrase "If anybody desires"; one which had come from ancient Rome where public notices of articles that were lost always began with the words "Si quis."

Naturally such a book is full of "firsts." It doesn't take eighteen pages for Mr. Presbrey to dig out the fact that the first testimonial made its appearance in 1518, when a Parisian printer bound in his books a sheet of them relating to the worth of the volume.

Early in his history he also recounts that Correggio, Holbein and Watteau all painted signs; the Muleteers, by Correggio, for example, preserved in the Sutherland Museum in London, having been originally painted as a sign for an inn.

At this stage of his book the author has reproduced some very interesting examples of advertising during the years of the early eighteenth century. The typographical excellence of some of these advertisements, first used as shop bills, and some of them by Hogarth, will surprise the modern reader. The advertising handbill was, the author points out, the first form of printed advertising.

### ***The First Periodical Advertising***

The earliest periodical advertising made its appearance in 1611 when Sir Arthur Gorges with his friend Sir Walter Cope made the experiment of starting a project called "The Publique Register, for general commerce." That paper, however, lived only a year, and it was not until twenty-five years later that Robert Innes receiving a similar patent from Charles I, again started a similar idea.

The earliest scale of advertising rates appeared in 1657 and was issued by the office of Public Advice conducted by Marchmont Nedham, Cromwell's official journalist.

The first actual newspaper advertisement appeared in 1625 and was for a book, as was also the second English newspaper advertisement in 1647. Early printed tobacco advertisements appeared in 1657 and 1659. Coffee is given credit for being the first modern product advertised and interesting advertisements

of it are reproduced. An example of a king as a copy writer is shown when Charles II writes a semi-humorous advertisement for his "smooth, black dog" which had been lost.


On page 56 of his volume the author introduces us to an important man in the development of advertising, namely, John Houghton, father of all publication advertising. He was an apothecary who also sold coffee, tea, chocolate and other commodities. He started a price bulletin in 1692. This man was far in advance of his times. He suggested advertising to one profession or trade after another in an interesting fashion, much as the modern agency solicitor would suggest advertising for a new product. He pointed out back in 1692 that a fine opportunity offered itself for advertising bark and timber, which would be of use both to buyer and seller. The whole contribution of Houghton to the development of advertising is most interestingly told in chapter 7 of the book. This first real advertising man was looking far ahead, for he said in his paper on April 27, 1692, that "light gains and quick returns make the heavy purse." Thus was the first thought on turn-over suggested.

Daniel Defoe makes his appearance in the pages as an interesting advertising writer. Joseph Addison selects some prize advertisements much as the modern Bok committee might do, and in 1731 the leading advertiser of that time uses a testimonial which claims that all the children of the King of France "wear Dr. Chamberlen's famous Anodyne Necklaces."

Freight transportation is first heard of in 1766 and an interesting illustration given of it. And then came the first time that advertising was ever taxed, and a bad time was undergone by the struggling young industry.

The old and famous firm of Christies is given credit for being the world's oldest continuous advertiser, having started to use newspaper space in 1766 and remained a consistent advertiser for the 163 years since. The first illus-

# Test Copy in a Measured Metropolitan Market



Much is being made nowadays of tested copy. We commend the thought and suggest its application in a *measured metropolitan market*.

The city and suburban circulation of the Chicago Evening American (522,815 daily average in the first three months of 1929) provides such a market in ideal form. We can demonstrate a more detailed knowledge of that circulation's buying power and habits and its known reaction to newspaper advertising than any other Chicago newspaper can produce concerning its own circulation.

A 100-line advertisement can be placed before the Chicago Evening American's vast reader audience at a cost of 13.3 cents per thousand of circulation (think how much less is the *cost per reader!*) Thus its pulling power in a great metropolitan and cosmopolitan group can be most economically and accurately gauged.



## CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read  
by more than twenty million people—  
Member of International News Ser-  
vice, Universal Service and Audit  
Bureau of Circulations.

trated advertisement was of Warren's blacking, and an interesting old advertisement is reproduced, and so we go on through the first use of direct mail to the appearance of real, modern art in advertising when Thomas A. Barratt bought the picture of Sir John Millais of his grandson blowing soap bubbles from the London *News*, paying the tremendous sum of £2,300 for it.

The author then arrives at the history of advertising in America and points out, surprisingly enough, that the first printing press on this continent was in the city of Mexico, set up in 1535; not until a hundred years later did the British colonies in America get their first press.

Benjamin Harris, and his ill-fated *Publick Occurrences*, the first newspaper in America, is described and his troubles in 1690 make interesting reading today. Then came the first regularly issued American newspaper, the Boston *News Letter* of 1704, the first page of which is reproduced in the book.

The reader discovers how very closely the history of advertising is tied up with the whole history of the human struggle for freedom of expression and liberty. The fascinating story about John Peter Zenger and his trial will show the modern publisher and advertising man what he owes to those who preceded him by so many years. There are a great many other "firsts" at this stage of the book and some very interesting examples of the troubles those early publishers had during the time of the Stamp Act.

The author does not forget the more familiar story of Benjamin Franklin's early publishing adventures and his ability as an advertising man. Everything is there for the reader to study and the reproductions add greatly to the interest.

One of the outstanding curiosities of early advertising and one which to the writer's knowledge has never before been published, is the advertisement offering \$10 reward for Andrew Johnson who had run away from James Selby, a

tailor at Raleigh, N. C., and did his running away so successfully that he later became President of the United States.

Then we come to the year 1853, which was a sad one for advertisers. For it was in that year that the papers which during twenty years of competition had doggedly adhered to tradition, stopped giving advertisers unlimited space for \$32 a year and a fixed limit of ten lines at that price, or a cent a line per day.

We next hear about Ben Day, the early days of the New York *Sun* and of James Gordon Bennett who began in 1832 publication of the New York *Globe*, and who later became more famous as owner of the *Herald*. The first rate card was produced by the New York *Herald* in 1836.

### *Barnum's Influence*

The important influence of Barnum on the American advertising of his day and much later, is interestingly described with reproductions of some famous advertisements. In his thorough discussion of early newspaper advertising the author gives credit to a Paris store for starting the full-page newspaper advertisement, and also gives great credit to Robert Bonner, eccentric and unusual advertiser, for helping break down some of the early newspaper traditions against more interesting advertising.

Royal Baking Powder, Sapolio and Knox the Hatter are the three first consistent advertisers discovered by the author in those early American days of advertising adventure.

At this stage of advertising development, the reader also discovers that Daniel Frohman was once a young advertising solicitor with real ideas upon why more people should use advertising.

The book then proceeds to a discussion of the early days of the advertising agents, starting with Volney Palmer in the early 1840's. He gives George P. Rowell, founder of **PRINTERS' INK**, full credit for the fight he made against false circulation statements and to

# More Power

Lots of direct-mail printing could be improved by speeding it up—putting a little snap into it.

Many a nice booklet or folder could be made more effective by the use of an intriguing bit of color, or a few human-interest photographs, or a clever drawing or two;—it doesn't take much to do the trick.

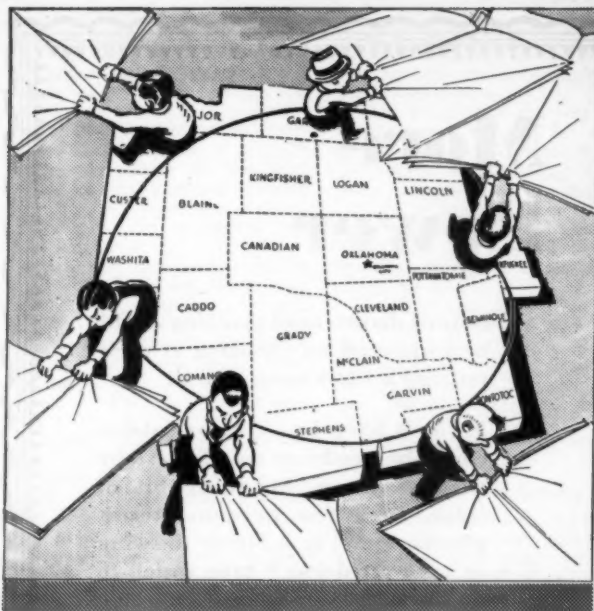
We try to think about printing in terms of results. If you are not getting all that you should out of your direct-mail work, let us have a try at it.



**Charles Francis Press**

**Printing Crafts Building**

**461 Eighth Avenue, New York**



**▶ HOW MUCH OF  
THIS AREA DOES  
YOUR ADVERTISING  
COVER ? ▶ ▶ ▶**

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New York

Unless your advertising is in the Oklahoman and Times, you are not *really* covering this market at all.

First, because no outside metropolitan newspaper penetrates the 68-mile, 26-county, 75-town, one million person Oklahoma City Market to the extent of even 1%.

Second, because the 180,906 daily average circulation of the Oklahoman and Times gives more coverage in the Oklahoma City Market than the combined circulations of all 18 other daily newspapers published in Oklahoma City and the suburban area—and the Oklahoman and Times cost only about one-half as much!

Advertisers who *are* in the Oklahoman and Times are getting a thorough, effective coverage of the Oklahoma City Market. Their sales messages are going into 9 out of every 10 Oklahoma City homes—into 45% of the urban homes in the 68-mile suburban area—and this circulation is 95% carrier-delivered in Oklahoma City—75% carrier-delivered in the suburban territory.

Again we repeat—maximum advertising results can be secured at *one* low cost through an adequate schedule in the Oklahoman and Times, which thoroughly and *alone* cover the rich, responsive Oklahoma City Market.

## The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The OKLAHOMA PUBLISHING COMPANY  
— THE OKLAHOMA FARMER-STOCKMAN - WKY —

New York Chicago Detroit E. Katz Special Advertising Agency Atlanta Kansas City San Francisco  
Dallas



**209,870 families  
have moved  
into Detroit since  
1920—  
the rapid  
circulation growth  
of The Detroit Times  
proves that this  
*newer half*  
reads the  
Times  
—yet we do  
not claim  
that you  
can  
cover Detroit  
with one  
newspaper  
—not even the  
Times.**

***“The Trend is to the Times.”***



get the advertising agency business on a more solid foundation, calling him "the main figure in nineteenth century advertising."

E. C. Allen, the early mail-order king, J. Walter Thompson and the salesman, A. Montgomery Ward, also come in for interesting comment. Next among the men he mentions in the development of advertising is John E. Powers, who introduced sound methods from the time when he made a foreign market for the Wilcox and Gibbs sewing machine, until he became the most famous copy writer in America.

In chapter 36 Mr. Presbrey tells how PRINTERS' INK began its service, in language which we are too modest to quote. The reader who wants to know what this service has been will have to read the Presbrey book. The influence of publishers like Pulitzer and Hearst in their constructive attitude toward advertising is commented upon, and those formative days of modern advertising are covered in a discriminating and interesting manner. Then come several chapters of fascinating stories about the advertising starts of many famous companies of today, such as Quaker Oats, Eastman, Castoria, Scott's Emulsion, Colgate and a large group of others, including Procter & Gamble and other early soap leaders. It occurs to us that we have entirely forgotten to mention the interesting advertisement for woolens which was answered by no less a person than George Washington and other curious and thought-provoking incidents which the reader will have to discover for himself.

So we have come in this first real history of advertising to modern times. The troubles of the slogan-makers, the great jingle period, the influence of Curtis, Munsey and the other great publishers upon advertising, the coming of reason-why copy, the period of *Godey's Lady's Book*, the early mention of psychology as far back as 1902, all are here. The history becomes so full of anecdotes that one hesitates to mention more of them, preferring to let the reader

have his own pleasure in discovery.

The author takes up the development of the business magazine, of newspapers, of magazines, religious papers, and gives them all a full and interesting description. The author says that the greatest single element in the process of building advertising during this period was Cyrus H. K. Curtis. The fascinating story of the start of the *Ladies' Home Journal*, together with the part which Mrs. Curtis played in its success, is well told.

The author gives to Jules Cheret, Frenchman, still alive at the age of 92, full credit for modern poster art and the great spread of outdoor advertising. He also traces the history of street-car advertising from the time of William J. Carleton, who began by tacking up signs in his car when he was a conductor on the Third Avenue Line, down to the modern days of Barron G. Collier.

#### More Familiar Ground

When he comes down to strictly modern times and tells of the great modern magazine groups, the reader begins to feel on more familiar and really modern ground, only to discover to his surprise that there was a testimonial bureau in Washington more than twenty-five years ago which could secure a Senator's endorsement for \$75 and a Congressman's for \$40. A complete history of the clean-up movement in American advertising and the early days of the PRINTERS' INK Statute is covered, together with a complete account of the formation of the American Association of Advertising Agencies, the Association of National Advertisers, and all the other groups which have done so much to help in the development of advertising. One also discovers, to his surprise, that the first co-operative advertising dates from around 1900 when peas, apples and currants were advertised co-operatively in England. Then the reader comes quickly to the cultural and economic value of advertising, to radio, "the potential giant" and the most recent advertising technique of this day.

As an appendix, there is printed

the speech delivered by Calvin Coolidge at the annual convention of the American Association of Advertising Agencies in 1926 and then he ends his book with a complete and thorough index.

By this time, as one discovers, this reviewer is enthusiastic about the book. It is a thoroughgoing, exhaustive and monumental work, for which its author deserves the congratulations and thanks of every man interested in publishing and advertising. It is a book which one can, with full confidence, refer not only to advertisers and agents but also to all colleges, high school students and other students of advertising who are looking for authentic data. For the author has taken trouble to verify his facts with great thoroughness. He has covered a tremendous subject in an able, interesting manner and it is this reviewer's opinion that the book for all time to come will be looked upon as a milestone of progress and a lasting monument to its author.

### V. P. Young with Advertisers, Inc.

Varley P. Young, formerly with the Radio-Keith-Orpheum interests at Dayton, Ohio, for five years, has resigned to join Advertisers, Inc., Detroit advertising agency. He will be zone manager for the Pacific Northwest with branch office headquarters at Seattle.

### Canadian Pratt & Whitney Account to Muller Agency

The Canadian Pratt & Whitney Aircraft Corporation, Ltd., Longueuil, Quebec, now producing the "Wasp" and "Hornet" airplane engines, has appointed the R. Sykes Muller Company, Ltd., Montreal advertising agency, to direct its advertising account.

### Investment Securities Account to J. Jay Fuller

The advertising account of Schoellkopf, Hutton & Pomeroy, Inc., Buffalo, N. Y., investment securities, has been placed with the J. Jay Fuller Advertising Agency, Inc., of that city.

### Appointed by Menken Agency

Robert Levenson, for the last four years advertising manager of Joseph W. Smith & Sons, New York, has been appointed head of the plan and copy department of Menken Advertising, Inc., New York advertising agency.

### New Accounts for Freeze- Vogel-Leopold

The Mills Novelty Company, Chicago, manufacturer of the Mills Automatic Phonograph and other coin operating machines, has appointed Freeze-Vogel-Leopold, Inc., Chicago advertising agency, to direct its advertising account. Business papers, magazines and direct mail will be used.

The Oro-Tone Company, Chicago, manufacturer of reproducers, tone-arms and pickups for musical instruments, has also placed its advertising account with the Freeze-Vogel-Leopold agency. Business papers and direct mail will be used.

### New Accounts for Denver Agency

The Stockman-Farmer Supply Company, Denver, Colo., mail order house, has appointed the R. H. Byrum Advertising Agency, of that city, to direct a campaign on its cowboy clothes. Business papers will be used.

The Byrum agency has also been appointed to direct the account of the Robbins Incubator Company, also of Denver.

### T. O. Grisell to Head Burlington Research Corporation

T. O. Grisell, who has been director of the marketing department of Batten, Barton, Durstine & Osborn, Inc., New York, has left that organization to join the S. A. Neidich Industries. He will be president of the Burlington Research Corporation, Burlington, N. J., which is affiliated with the Neidich organization.

### Paul Block, Inc., Augments Staff

Paul Block, Inc., publishers' representative, has made the following additions to its New York staff: E. V. Coffrain, Walter E. Miller, George P. Johansen and J. R. Bodenmiller.

Ben Cohen and Thomas Bohan have joined the Chicago staff of Paul Block, Inc.

### Join Calkins & Holden

Miss Gertrude Coit and Miss Dorothy S. Moore have joined Calkins & Holden, Inc., New York advertising agency. Miss Coit becomes a member of the research department. Miss Moore, who has been with N. W. Ayer & Son for the last six years, joins the copy staff of Calkins & Holden.

### W. L. Miller with "Golf Illustrated"

William L. Miller, formerly secretary and assistant treasurer of *The Spur*, New York, is now associated with *Golf Illustrated*, of that city. He had been with *The Spur* for the last fifteen years.

THERE are other newspapers in the Detroit area, yes — good newspapers.



BUT in no other newspaper can you take advantage of *Free Press* influence and positive reader confidence at the most productive hour of the day for sales impressions, except through The Free Press.



ITS circulation is *unduplicated in point of time* by other newspapers. Its point of contact with good homes is uninterrupted by social obligations, recreation seeking or other diversions that divert from advertising influence. Its page visibility is highest. Its writers command respect

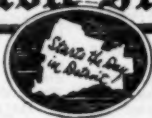
and wholesome attention. Its influence makes sales wherever and whenever good advertising appears in its columns. Its rate per line enables the advertiser to purchase space — compelling space — at three cents per reader reached.



TO make sales, mould minds or move merchandise in the Detroit area, The Detroit Free Press should be your *first* thought.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# The Finest Kind of Salesman

All Selling Consists of Is Removing the Obstacles That Exist Between Salesman and Prospect

By W. R. Hill

President and General Manager, Sargent & Greenleaf, Inc.

**T**HE finest kind of athlete is an all 'round man—the winner of the decathlon.

This idea of trying to write a Ten Commandments for every kind and type of salesman\* which will enable him to sell anything and everything at any time, whether he is sick or well, and no matter what kind of man he is dealing with, is just as futile to my mind as saying how old a salesman should be, what his weight, height, color of hair, color of eyes, etc., etc., should be.

There is no set formula. Quite naturally it comes in the same category as what is the best type of man fitted to do some particular kind of work. We look the applicant over; we list his history; we give him tests, and analyze him; educate him, and try him out—and on the basis of all these things he is good, medium, or bad.

All selling is nothing more than removing the obstacles which may exist between the salesman and his prospect, or the seller and the buyer. These obstacles may be type, quality, or price of product; they may be prejudice against the house the salesman represents; even credit may be a part of it—well, it is just impossible to list all of the things that may constitute the obstacles—but there they are, and if the salesman can remove them, then he has the order. The difference in salesmen lies in their ability to remove such obstacles as these.

Assuming that a salesman has succeeded in obtaining a hearing, his presentation, set forth clearly, in logical sequence, and to the accompaniment of well-chosen words

and a pleasing personality, will carry him far.

Of course, selling ability cannot be over-rated; of course, a man's knowledge of his product is of equal importance; and, of course, personality, strategy, and experience are all component parts to this all 'round man in sales work.

To my mind, however, a salesman simply must have the right kind of backing from the company he represents, or his ability, if not nullified, is certainly depreciated. The policies of the house—the personnel of the institution, not only administrative and executive, but departmental—are just as necessary to the success of the salesman as a good frame to set off a fine painting; or, if you like, a chic costume to enhance the attractiveness of a beautiful woman.

As an instance, let us suppose that a customer never sees or hears from the proprietor of a business. Leaving out courtesy and decency, is it good business? Not for one instant. A good salesman will always sell institutionally. He will sell his company, its personnel, its service, and use everything conducive to produce a satisfactory relationship, so that in the event of its not being possible for him to be there the exact moment the order is placed, the predisposition of the buyer will be to place the order with his house.

## Australia to Start International Advertising Campaign

An international advertising campaign is being planned by various interests in Australia to attract tourist travel. The campaign will extend over a period of five years and will be handled by a committee of the Australian National Travel Association, composed of Harold W. Clapp, Victorian Railways Commissioner; Dr. D. L. Dowdell; C. W. Wilson, Scott's Hotel, Melbourne; and C. Lloyd Jones, of David Jones, Ltd., Sydney.

\*This is another contribution to the sales ability vs. knowledge of the product controversy. Ed Wolff started the discussion in the April 11 issue of **PRINTERS' INK** on page 41. A number of additional thoughts have been contributed by others since then.

## 1,000,000 Line Gain in Advertising

**T**HIS YEAR (January 1 to May 29, inclusive) The New York Times published 13,858,351 agate lines of advertising—a gain of 1,022,793 lines over the corresponding period of last year—a far greater gain than any other New York newspaper.

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*The rigid censorship of The Times makes the high quality of its advertising more significant than its great volume. Thousands of lines of announcements are rejected as unacceptable.*

## The New York Times

Weekdays, 437,637 — Sundays, 752,689

**"GOING TO THE STORE"**  
*has a new meaning now*  
**in AGROPOLIS**



**W**ITH the great expansion into smaller towns of chain stores and the consequent "perking up" of independent retailers in these same communities to meet the new competition, AGROPOLIS folks are rapidly changing their shopping ways.

Small town stores today offer much wider assortment of merchandise to choose from than does the indifferent cross roads general store, and often better prices, too. Cheaper automobiles and good roads make it easy for the farmer to "go to town."

Your

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Pacific  
The Far  
The Am  
The New

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Courtney  
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So "go to town" he does, two or three times a day if he wants to . . . and his wife goes with him. In other words, Mr. and Mrs. George T. Farmer of AGROPOLIS, U.S.A. buy their merchandise from the same shelves, the same counters, the same stores that town folks do.

### ***How to Sell to AGROPOLIS***

AGROPOLIS is one of the most fertile markets for your sales. In many states AGROPOLIS—the prosperous agricultural area—is the market of first importance. AGROPOLIS folks will buy your merchandise when they go to town if you "sell" them through the papers they read—Standard Farm Papers.

The Standard Farm Unit consists of 15 leadership papers—non-duplicating—locally edited for local interest. They offer local co-operation with advertisers in the selected rural communities that comprise AGROPOLIS. In leading agricultural states, sections and industries, Standard Farm Papers offer maximum interest, influence, coverage.

*Your sales problem is national—but your dealer's is always local—  
The Standard Farm Papers meet both!*

The Wisconsin Agriculturist  
Pacific Rural Press  
The Farmer, St. Paul  
The American Agriculturist  
The New Breeder's Gazette

Hoard's Dairyman  
Pennsylvania Farmer  
Ohio Farmer  
Wallaces' Farmer  
The Progressive Farmer

The Nebraska Farmer  
Missouri Ruralist  
Kansas Farmer  
Michigan Farmer  
The Prairie Farmer

## **The STANDARD FARM PAPER UNIT**

**One order—one plate—one bill**

WALLACE C. RICHARDSON, General Manager

CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager  
307 North Michigan Avenue

Willard R. Downing, Eastern Manager  
250 Park Avenue

San Francisco, 1112 Hearst Building



All the news—  
brilliantly edited to  
weed out non-essentials—  
sprightly columnists—  
world-famous feature  
writers—  
fearless editorials—  
complete markets, sports,—  
amusement coverage—  
The New York American  
typifies New York!

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# Competition for Saturation

The "New" Competition—If True—Would Eliminate Imagination and Opportunity from All Industrial and Commercial Pursuits

By Wm. A. McGarry

DISCUSSION of the so-called new competition during the last few years has given rise to a rather widespread circulation of the theory that it all boils down to a battle for a fixed share of the consumer's dollar. The man who puts his money into a closed car or a new heating plant for his home, in other words, has less money—as well as less need—for a heavy overcoat. Therefore, the motor car maker, the plumber and the textile manufacturer are in competition, and if one of them gets an order it must be to some extent at the expense of one or both of the others.

A great many business men of my acquaintance, who were more or less impressed with this theory at first, have been reasoning it out and studying its implications recently, and they are coming to the conclusion that if any attempt were made to apply it on a national scale it would set up what would amount to a competition for saturation. Its effect, that is, would be to limit the vision of potential markets in the minds of business men, and so to concentrate competitive effort within this limited field as to interfere seriously with the normal expansion of national buying power, by making costs—and, therefore, prices—prohibitive.

These men also have discovered that a theory which is accepted without question presents an entirely different picture of existing conditions than that obtained when it is challenged. They are finding, to put it specifically, that the actual

instances of inter-commodity and inter-industrial competition which are subject to demonstration represent the exceptions rather than the rule. Some of them are even beginning to question the evidence offered in support of these excep-

tions. The recognition is growing that when one industry loses volume while another gains, the loss is due less to the enterprise of the gainer than to the backwardness of the loser.

To carry this a step farther, it is being observed in every industry that in spite of the talk about new competition, the consumer does not stop wanting when one or a series of wants has been satisfied. He

does not even stop when he has come to a temporary limit of his buying power. Where his forefathers were inclined to relinquish desire, the present-day consumer's tendency is to cast about for means of increasing his income. Sometimes he fails, and sometimes he reduces it, but in the mass and on the average the consumer has been succeeding in this effort through several generations and over a period of many years. Moreover—possibly as an effect of his effort—the opportunities for side issues for the individual in any line of effort are now greater than ever and are constantly multiplying. A study of part-time workers in this connection would be illuminating.

When these facts are stated in just those terms they become so obvious as to appear superfluous.

*IF the consumer's dollar were non-elastic, perhaps it would be true that we are in an era of inter-industrial competition. The truth is, however, that the consumer does not stop wanting when one or a series of wants has been satisfied. He constantly demands more of the good things of life and the size of his dollar increases accordingly.*

*So runs the argument in this article, which will stimulate the minds of those interested in the economics of business—and what manufacturer is not?*

Yet the denial of them is a logical and inescapable implication of the theory of the new competition outlined above. The motor car maker, the plumber and the textile manufacturer are in competition—if they are in competition—only because they are convinced that the consumer cannot or will not buy the products of all three. It is obvious that he will not buy all three so frequently while producers expend some of their energy in trying to restrict his purchases of the goods of their competitors.

The growth of the restriction idea—in theory, so far, rather than in practice—has been responsible for any number of proposals for co-operative action by various industries to retain their present share of the consumer's dollar. Some of the men with whom I have discussed this demand have been enthusiastic about it as a co-operative effort, but when they had to meet the issue of applying it to their own organization, common sense compelled them to ask where it might lead. Assuming even a partial success, it has become evident to them that the new competition, according to the restrictive formula, falls of its own weight; if only for the reason that it makes no provision whatsoever for new industries and new consumer wants and interests.

### *An Old Doctrine Modernized*

Analysis of the formula also reveals other defects in reasoning bearing a striking analogy to some of the major economic errors of the past. In effect, it is the ancient doctrine of limitation modernized; the doctrine that you can measure the growth of per capita and mass buying power from the statistics of population growth, wage payments, bank clearances, money in circulation and similar effects of the satisfaction of human wants. Some of the trust builders had this idea in the eighties and nineties. Believing that the Cotter was quite satisfied with his Saturday night, it was only natural for them to project it over the whole working population and into the far distant future and

to believe that they could see the whole market from then on. It was equally natural for them to set out in various industries to corner this market, with results far more disastrous to themselves than to their competitors.

It is conceded now even by the advocates of anti-trust legislation that the consumer and enlightened business men have had more to do with the nullification of combinations in restraint of trade than the series of restrictive laws beginning with the Sherman act. The consumer's part was in refusing to buy when he found something had been cornered and prices had become too high. That opened the door to a competition so widespread and so powerful that it could not be kept out of the market—a competition created by the back pressure of human wants—thereby breaking the corner. As competition was set free, markets began to expand again, and in twenty-five years the value of manufactured products jumped from eleven to sixty-two billions of dollars. The market literally ran away from those who would have cornered it.

In 1925 there were scores of new industries not represented in the 1900 classifications, the outstanding examples including motor cars, motion pictures, radio, rayon and aerial transportation. If the 1900 division of the consumer's dollar had been maintained through the quarter century, it is self evident that these industries could not have edged in. When the fight to keep the division fixed is looked at in this light, it takes on the nature of an absurdity. No power in business or government is great enough, in other words, to prevent people from buying what they want if it is obtainable. No industry is strong enough to prevent the pioneers of a new industry from getting into the market. If it has something the public wants, the necessary capital and resourcefulness will be forthcoming, even when, as in the case of liquor, the penalty may be jail.

A manufacturer of steel products who has done a great deal of

# Westclox

## *Rings the Bell in Los Angeles*

Throughout Southern California, Westclox calls men and women to breakfast and the morning paper. The paper that appears on these breakfast tables is the one that has introduced Westclox to thousands of homes.

**Los Angeles Examiner**

*In Los Angeles during 1928 the Western Clock Co. used The Examiner exclusively.*



*The Los Angeles Examiner is one of the 28 Hearst newspapers read by more than 20,000,000 people. It is a member of International News and Universal Services, also of the Associated Press and A. B. C.*

thinking on the subject pointed out to me not long ago that the real danger in what he calls the fallacy of the consumer—constant, even when it is confined to discussion, is that it is likely to lead a business man to compete with himself by mistaking his customer for a competitor. He takes the attitude that if it had not been for the new industries developed during the last quarter of a century, it is a sound assumption that none of the old ones could have shown the expansion they did. As with a ship striking a rock, the power of the mass effort increases with the square instead of arithmetically.

"The manufacturer of textiles who regards the motor car as a competitor would do well to study the yardage used in automobile interiors," says this man. "He might also examine the rate of growth of his industry before and since the motor car became an economic entity. My observation is that the average workman who comes to the plant in his car is better dressed than his fellows who must walk or use the trolleys. He is more likely, even on relatively clean jobs, to change his clothing for his day's work instead of pulling on a pair of overalls. And the number of suits that might still be doing service as second best which have been retired as a result of consumers fooling around the car probably runs into millions.

#### *Effect of the Movies*

"It might be argued with equal effect that motion pictures and radio have done more to help this and other industries than to take business away from them. Certainly the movies have had a tremendous influence in improving our standards of dress. They have also affected—whether for better or worse in the cultural sense may be a matter of opinion—the home furnishings industries. I am told there are six or eight different basic materials available in the market for house shingles. Yet I would venture to say that more of any one material is being sold than would be the case if the makers of

any particular type had the market to themselves. The cumulative effect of six or eight competitors in the expansion of a market is greater than six or eight times the energy put in by any one.

"If it were otherwise—if we could measure the growth or the rate of growth in buying power—business men long ago would have agreed on a practical division. There would be no point in killing each other off. Selling and merchandising could be reduced to constants and the amounts invested in these efforts minimized. Any expenditure above the fixed and measurable percentage necessary would be a visible waste. In some lines salesmen could be replaced altogether by advertising, pro-rated among the various producers. This force also could be standardized once the annual saturation point in any article had been determined, and the whole tendency would be to use both advertisements and sales organizations as vehicles for the taking of orders rather than as agencies for the expansion of markets.

"The net effect, in other words, would be to eliminate imagination and opportunity from all industrial and commercial pursuits, precisely as they have been eliminated in the feeding of sheep. I do not think we are in any danger of such a development in this country, nor do I believe the alternative—a constantly intensifying battle for given slices of the consumer's dollar—is going to get very far. When two industries devote all their energies to a battle among themselves they lose sight of the changing needs of their market, and more farsighted and peaceable competition steps in and takes it away from them."

A perfect refutation in recent years of the theory of the new competition is furnished by what happened to the phonograph and talking machine industry when radio developed, and what has happened since. My personal acquaintance with the facts is limited to the experience of the Victor Talking Machine Company, but what

# IN APRIL THE EXAMINER LED ALL SAN FRAN- CISCO NEWSPAPERS IN LOCAL GROCERY LINEAGE

There is a growing tendency among advertisers appealing to San Francisco families—and more particularly to the women who do the buying for those families—to concentrate in the medium read by most of them.

The Examiner's lead in Local Grocery Lineage during April, added to The Examiner's lead in Total Local and National Grocery lineage during 1928, is a natural result of that tendency. Any advertiser would do well to be guided by this established trend, if he would sell San Francisco.



One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.


W. W. CHEW  
285 Madison Ave.  
NEW YORK CITY

A. R. BARTLETT  
3-129 General Motors Bldg.  
DETROIT

J. D. GALBRAITH  
612 Hearst Bldg.  
CHICAGO

T. C. HOFFMEYER  
625 Hearst Bldg.  
SAN FRANCISCO

# THE SUNPAPERS GO TO MOR



**N**O sign of a building depression in Baltimore. Besides the large amount of industrial construction work under way in and around the city, Baltimore is building many new homes, a greater number even than at this time last year.


For the first four months of 1929, permits were issued for the erection of 1246 dwellings at an estimated total valuation of \$4,941,000. For the corresponding period of 1928 — 1192 dwellings, \$4,499,000 valuation.

And the growth of the Sunpapers keeps pace with the growth of Baltimore. The latest circulation figures:

THE SUNPAPERS IN MAY

**Daily (M. & E.) 297,649**

Gain of 6,501 Over May, 1928

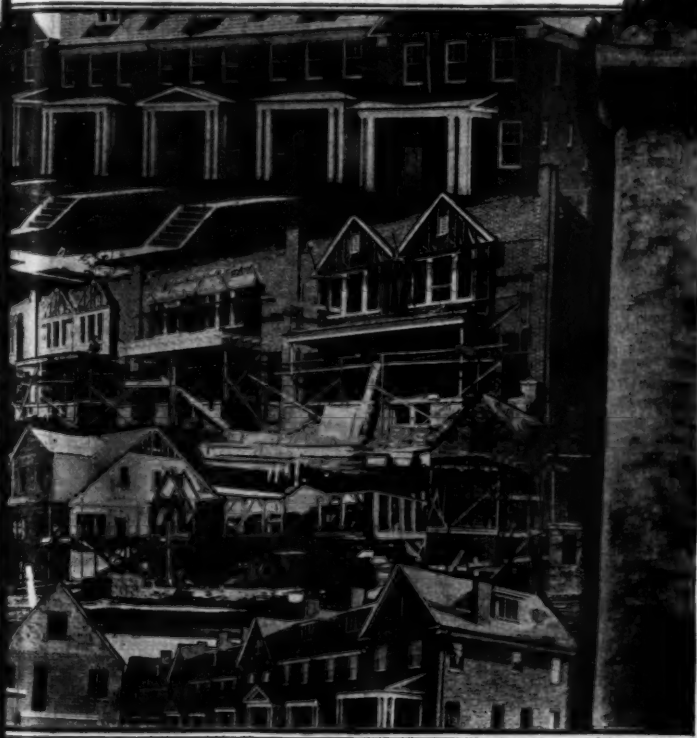


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# HOME HOMES EVERY DAY



## THE SUN MORNING EVENING SUNDAY

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

C. GEORGE KROGNESS  
First National Bank Bldg.  
San Francisco


GUY S. OSBORN  
360 N. Michigan Ave., Chicago

JOSEPH R. SCOLARO  
General Motors Bldg., Detroit

A. D. GRANT  
Constitution Bldg., Atlanta, Ga.



# Results



CHAMBERLAIN MEDICINE CO.  
DEPT. OF THE  
GENERAL SALES MANAGER

Des Moines, Iowa, U.S.A.  
January 26, 1929.

The Farmers Wife  
Saint Paul, Minn.

Gentlemen:

In our original magazine schedule on Chamberlain's Hand Lotion we included the Farmers Wife in order to find out if farmers' wives were interested in keeping their hands beautiful. According to the inquiries received, there is a decided interest in better hands among the rural communities.

The only basis we have at present for judging results is the number of inquiries received from the various magazines. The Farmers Wife seems to have a pulling power equal to that of any so called women's magazines when figured on a cost per inquiry basis.

Yours very truly,  
*John W. Webb*  
Gen'l. Sales Manager.

**Why not? Over 900,000 farm women read THE FARMER'S WIFE. It is the only magazine in America published exclusively for them.**

## THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers

St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

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occurred there was more or less general throughout the industry. In 1920 the Victor company had an oversale of more than a hundred million dollars. Then its market began to slip, and although the company made a good recovery from the 1921 deflation period its business never got back to the excess demand that had marked its history for twenty years. Instead, selling became more and more difficult, and at length the market dropped away so rapidly that the factories were used as warehouses for finished machines that could not be sold.

Meantime the radio craze had been sweeping the country until sets and factories to build them could not be set up fast enough. The first radios looked like the early talking machines and phonographs—square boxes equipped with horns. Also, they delivered to the consumer certain entertainment previously obtainable in the home only from the phonograph or talking machine. It was quite natural, therefore, that the decline of the talking machine and phonograph should be traced to the rise of the radio. Certain other companies hurried to associate themselves with radio enterprises—with very little success when this association was the only change made in their products—but Victor held off for a long time.

Now that Victor and the Radio Corporation of America have combined their facilities for sound reproduction in the home—and for clear-cut economic reasons—it may have been forgotten that the rehabilitation of the Victor company was achieved originally by ignoring the radio, its supposedly deadly competitor. The fact is, however, that Edward E. Schumaker was made president after the company changed hands because he succeeded in convincing his associates in the new ownership that inter-industrial competition was bunk. He argued that the average American consumer could and would buy a talking machine as well as a radio if the talking machine were modernized.

Up to that time—1924—not a basic improvement had been made in the talking machine art for eight years. Mr. Schumaker acquired rights to a new principle of sound reproduction developed for the American Telephone and Telegraph Company, and adapted it to produce the Orthophonic. The principle might be roughly described as that of the counter-irritant—drowning out one sound interference by introducing another. It made possible a vast improvement in volume and tonal quality, and two weeks after the company had announced this it had twenty million dollars' worth of new orders. Later, licenses were acquired for electrical reproduction of voices and music, marking further improvements in playing quality. Before anything whatever had been done to tie up the radio and the talking machine Victor had made new high records for sales.

The inter-industrial competition that might have developed here, it should be noted, lay some distance ahead, in the expanded market for entertainment at home created by the combined efforts of radio and the talking machine and phonograph industries, and to some extent beyond the reach of either operating individually. Undoubtedly, with cabinets growing larger and more ornate and so much alike that it was hard to tell the difference, a competition would have developed here which would have limited the expansion of the market. The leaders in both lines combined their resources because it was perfectly obvious that by so doing each could sell more of its major product. Consolidation carried the combination instrument of this and other groups into apartments and small dwellings that do not have room for separate instruments, and into others where the consumer became interested in two methods of entertainment when he was not interested in either one alone.

An even more apparent example of market building is to be found in the effect the two-car advertising being done by the automotive

industry is having on construction. In Philadelphia, where home ownership is a sort of fetish, builders are discovering that even in the small operation dwellings selling at around \$5,000 it is no longer enough to provide a one-car garage with every house. The corners at least must have room for two cars to accommodate the physician and the storekeeper. Higher priced dwellings—ten thousand and under—that were market leaders a few years ago because they had one-car garages—are now a drug on the market; so much so that operators who did not succeed in selling out are putting up community garages to take care of the two-car families.

As a general rule, the man who determines that he wants two cars becomes a potential customer for

a larger house, calling for more furniture and more of everything—even, in spite of the competition of the oil burner, for more anthracite to heat the place.

The Philadelphia and Reading Coal and Iron Company brought in a new president a few years ago who did not believe the market for its product had been destroyed. He closed all the high cost, low production, inefficient mines and set afoot a program of improving the quality, which was followed up by an aggressive advertising and merchandising campaign. After this had been in operation only one year sales had increased to the point where it became necessary to modernize the mines to increase production, and a thirty million dollar refinancing program was announced a few weeks ago.

## What Groucho Says

*He Wanted an Advertising Agency*

I'VE been working on a new account for three months. No, I didn't get it. Had it cinched and then lost it. Big account, too, right in my line—washing machine.

Baxter let me down by too much praise. Baxter's a client, you know. He knows the washing machine maker. Told him all about us—how free we are with extras, sales analyses, styling (fancy styling a washing machine) etc.

Seems this bird wanted *advertising*. Has his own sales promotion and budgeting organization. One of Caterson, Smith & Banton's clients told him to expect nothing but good copy from C. S. & B. and he closed a deal with 'em.

Why can't I get a client who just wants copy, good old apple blossom copy? Just heard the news, called up the washing machine man, asked him to give me one more chance to talk copy. "Too late. Too bad, old man," and all that.

No, don't blame Baxter. My Big Boss did the same thing Baxter did. Praised me to the skies as a general service man, told him how I buy pups, prize fight tickets and Pullman reserva-

tions for our clients; how I once bought a mansion, sight-unseen, for a client; how I once went out on the road and sold goods for another client. Seems this bird wanted an advertising man and had no use for the glorified Western Union messenger that I had been painted.

I might have survived all that if our Industrial and Marketing Expert hadn't said that "no copy, however good it might seem, is to be trusted unless a skilled market man inspired it with facts scientifically determined." That finished my crucifixion.

Seems this washing machine man wants a bang-up word slinger to write bang-up copy and that's all he wants. He had an analyst to prepare copy before. Says nobody liked it but the analyst. He's probably wrong. Analysts are always right, of course. But that's his notion anyway and I'd give my shirt to work with him.

What did my boss say? Something like this: "Groucho, there's some essential thing that you failed to do or say at the essential time." Wise man, my boss.

GROUCHO.

# Los Angeles Times



*for the first four months of 1929*

Gained  
166,000

agate lines of

National  
Advertising

over same period 1928

—a 48% larger gain  
than the second Los  
Angeles morning news-  
paper.

Times' circulation is home-delivered, free from sensational extras and off-hour editions, and is concentrated in the well-defined Los Angeles market. It is the fastest growing morning circulation on the Pacific Coast.

Eastern Representative: Williams, Lawrence & Greener Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

# The Auto—Our Star Salesman Abroad for American Products

How Wide Will the Export Battle of American Automobile Manufacturers Fling Open Other Doors?

By Howard S. Hadden

President, Dorland, International

SOMEONE has said "As go automobile sales, so goes world trade."

Is it so? Let us see.

In W. B. Seabrook's book, "The Magic Island," published this year, appears the following quotation by a high Haitian official:

"You know, in 1915, when the Americans landed, there was exactly one automobile in Haiti. . . . Many Haitians were rich enough to own fine cars, but there was no place to drive them. There were no roads outside the cities. Traveling from Port-au-Prince to Cape Haitien was a matter of days on horseback—weeks if the rivers were in flood. Now there are more than 12,000 motor cars, and we traverse our little country from south to north in a single day."

And, by the same token, it is only within the last few weeks that King Alfonso of Spain appeared on the screen in the "talkies," with the American Ambassador, and invited the people of America to visit Spain, stressing the fact that good roads everywhere are now the rule.

With the introduction of the petrol tax, new roads are coming into being the world over. Automobiles have followed these good roads, opening up sections of country to commerce that have been almost forgotten for centuries.

So much for new road development, and as Kipling would say, "all that it implies." It does not require an undue stretch of the imagination to realize the large number of new merchandising opportunities that

are created by the very building of new roads themselves — concrete mixers, rollers, materials, machinery, and a hundred other products whose ramifications are as wide-reaching in their effect on the introduction abroad of still other new products as the building of new roads has on these products themselves.

However, let us take some actual comparative figures covering exports to, say, Argentina, sequential to the introduction and de-

velopment of the automobile in that country.

The figures in Table I on Page 57 are given as for the year 1924, with a comparison with the year 1914. Many of the gains verge on the astounding.

Other products, ranging from baking powder to pianos, show similar striking gains. But the figures in the table are given specifically because they are "near relatives" of the automobile industry, and probably would not "figure" at all without the automobile having led the way.

Automobile exports to that same country for 1924 (passenger cars

**A** MERICAN automobile manufacturers are going after foreign markets with the same intensiveness employed in developing the home market. This is of the deepest significance to exporters of hundreds of items because just as the automobile has expanded sales of all types of merchandise at home so will it increase consuming capacity and consumer demand abroad.

Another thing: The automobile manufacturers show signs of using American merchandising methods in their foreign selling work. This means that foreign markets are going to become increasingly conversant with our sales procedures.

## **Newly Discovered Facts About the Milwaukee Market!**

***No one newspaper can  
possibly cover more than  
48% of the buying units  
in Milwaukee!***

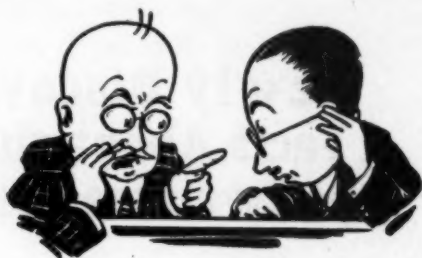
**ASK THE BOONE MAN!**

**He can prove it—not  
with theory, but by  
ACTUAL COUNT.**

**"YOU NEED THE NEWS"**

**One of the twenty-eight Hearst Newspapers read by more than twenty million people.**

## COMMON INDUSTRIAL MARKETING



# "They say . . . . .

*buzz, buzz, buzz, buzz, buzz*

**W**HAT "they say" can make or break a business. That indeterminable "they" can be the most insidious force or the most helpful. In the case of Manufacturer Green "they" worked both ways.

\* \* \* \* \*

Green\* makes a high quality product that is sold through electrical stores. In sales volume he succeeded in maintaining first place for a number of years. He consistently advertised to build consumer acceptance.

Two years ago several things happened. Green lost leadership to a competitor. Earnings decreased. Stock tobog-

\*Fictitious name to conceal identity.

## McGRAW-HILL

New York Chicago Cleveland Detroit Philadelphia

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## IND ADVERTISING PROBLEMS

This advertisement, No. 52 of a series, deviates from the usual industrial advertising theme to permit discussion of another field of advertising served by McGraw-Hill publications—that of specialized distribution. Recognized as industrial publications, two of the 26 McGraw-Hill journals (**Electrical Merchandising** and **Radio Retailing**) are trade papers. One of them presents the interesting case chronicled below.

gated. His dealer list dwindled . . . all of which started the insidious "they" whispering, pointing, scorning.

Something had to be done as salesmen's morale was rapidly becoming impaired. Investigation disclosed that the real feeling in the field was that Green felt bigger than the industry of which he was a part and from which for years he had held himself more or less aloof. Emergency measures were taken to correct the situation and one year ago Green began his *first* trade paper advertising. He used big space and color consistently in *Electrical Merchandising*.

In this short time Green has nearly regained his old place, dealer good will of an enviable quality has been established, his salesmen are on their toes . . . which signifies that the helpful "they" are now at last working for and not against him.

**MORAL:** In selling, as in warfare, the best defensive is a strong offensive—and the dealer organization, which is the artillery force, must be reckoned with as well as the infantry.

## PUBLICATIONS

Louis    Greenville    San Francisco    Boston    London



# There's Extra Business in Michigan When It's Vacation Time

Extra Population  
Extra Spending Ability  
Extra Desire to Buy  
Extra Summer Schedules pay  
good profits in The Booth News-  
paper Area during the summer  
months.

Business reaches its peak in  
many lines of business here when  
it is at its lowest ebb in other sec-  
tions, because of the added impetus  
of thousands of vacation bound  
visitors.

By boat, by train, by auto, yes  
by airplane they come to this  
great "Playground of the Nation"  
and they come with money and  
the desire to spend.

The way to reach this market  
is through The Booth News-  
papers and it is the only effec-  
tive way.



Grand Rapids Press  
Flint Daily Journal  
Saginaw Daily News  
Kalamazoo Gazette  
Jackson Citizen Patriot  
Bay City Daily Times  
Muskegon Chronicle  
Ann Arbor Daily News

## BOOTH NEWSPAPERS, INC.

I. A. KLEIN, Eastern Representative  
50 East 42nd St., New York

J. E. LUTZ, Western Representative  
180 North Michigan Ave., Chicago

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

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and trucks) totaled \$10,238,912 as against \$1,028,811 for the year 1914, while for accessories it was \$7,638,555 against a poor \$92,633.

United States exports to all foreign fields continue to show interesting gains. For the first three months of 1929, exports were about 20 per cent in excess of those for the corresponding period of a year ago. And, while total merchandise exports for 1928 exceeded those of 1927 by about 6 per cent, the gain in the automobile industry was about 50 per cent.

TABLE I

	Year 1914	Year 1924
Articles .....		
Cameras .....	\$12,578	\$148,546
Photographic Paper .....		173,494
Pneumatic Tire Casings .....	21,920	1,290,836
Tubes .....		159,322
Waterproofed Auto Cloth .....		211,329
Crude Petroleum ..	593,594	1,319,823
Gasoline and Naphtha ..	3,337,647	5,157,841
Lubricating Oil ..	789,185	2,695,705
" Grease ..		239,736
Abrasives .....	41,985	126,998
Tractor Engines....	103,915	579,564
Batteries .....	13,465	676,094
Varnishes .....	22,253	120,775

Two of our clients in the automotive industry whose accounts we handle in foreign fields have given us these facts:

The foreign business of each of these companies in 1928 was in excess of their total output for 1917, and showed a 45 per cent to 50 per cent increase over the previous fiscal year. These companies do business today in every important country, the foreign business of each representing 10 per cent of the total. The president of one of these companies in a recent statement said:

"Our automobile industry has long since leaped its national boundaries.

"It has already succeeded in pointing the way to reduced transportation costs and improved manufacturing methods to certain European countries. It has fostered international good-will to the point where thirty-five nations have sent representatives to the National Automobile Shows, and it has

stretched a fairly efficient merchandising organization across the world. There remains the need to make the automobile as great a unit of general utility in the various countries of the world as it is at home."

The automobile manufacturers have begun to strive mightily to do that very thing. Henry Ford is going after the European market with might and main. General Motors, with its recent purchase of the Opel Motor organization in Germany, gives every indication that it intends to compete with Ford as energetically abroad as it does at home. Other manufacturers, such as Nash and Packard, are developing sales abroad in the same intensive fashion that they have displayed in this country.

As I have already indicated, the automobile is a master salesman for American merchandise abroad. It carries along in its wake an innumerable list of articles, some of them only remotely associated with the operation of a car. What is more, it creates new markets in foreign countries for merchandise which is in no wise connected with automobiles, exactly as it has done right here at home.

It was only a few years ago when the manufacturers of clothing, furniture and what not insisted that their sales were being retarded because people were spending money for cars which would otherwise have been spent for other articles. It may very well be true that certain purchases were not made by many people because their pocket-books were emptied as a result of buying a car. But on the other hand the automotive industry gives employment to millions and it has thus created a purchasing power which more than makes up for the slice of the consumer's dollar that it takes for its own.

Very much the same thing will happen abroad. The American automobile manufacturers will more and more do a considerable part of their manufacturing in the foreign countries in which they sell. Then, of course, there will be the automotive service work, all of which creates opportunities for employ-

ment and thus establishes consumer buying power.

In this way, the automobile seems certain to do abroad what it has helped bring about in this country—fatten pocketbooks and also loosen them. That means new opportunities for every conceivable type of merchandise. American manufacturers are showing every indication that they realize this situation.

There is a way to sell abroad and a way not to do it. One of the world's largest automobile concerns, after spending large sums in the foreign field, has recently come to the conclusion that its former method of advertising was wrong. Until last year its method was the same that obtains generally, viz., to appropriate the amount to be spent by the home office in the foreign field, with the proviso that distributors must spend an equal sum—this distributor expense is defrayed by an extra discount.

For a time this seemed to work. But it soon appeared that the distributors' own advertising was not producing. So this manufacturer said: "We will still give you the full discount and do *all* the advertising from headquarters." The result has been so gratifying that other manufacturers are now following the same plan.

Foreign merchandising and advertising have their right and wrong way—particularly advertising. "Translation" is not always interpretation. A "spade" here is not necessarily a "spade" there. Many "do's" and "don'ts" prevail. Customs vary. National ideas are unlike. An effective appeal in one country may be a dead one in the next.

America is standardized. One people—one language—one homogeneity. Abroad, ideas, viewpoints, languages, idiosyncrasies, are diversified—and many.

We cannot apply the American yardstick of advertising the world over. That which appeals to us may not appeal to them. In single countries abroad many different languages are spoken. One section dresses differently from another, lives differently, speaks differently.

A "gathering of the clans" is like a congress of nations—and, certainly, a congress of *notions*.

This requires greater ingenuity than most people imagine. National characteristics do not reveal themselves to the stranger in a day. But once having struck at the heart of a nation, its tastes, its prejudices, its emotions, reason can be applied successfully.

And that is the new phase upon which foreign advertising is now entering, and more than one American and English firm has successfully penetrated the foreign psychology.

### *French Won't Chew Gum*

Some things absolutely are to be recognized. For example, being light breakfast eaters, the French have not yet adopted breakfast foods. Neither will they chew gum. Hence there are very obvious reasons for not pushing such products there.

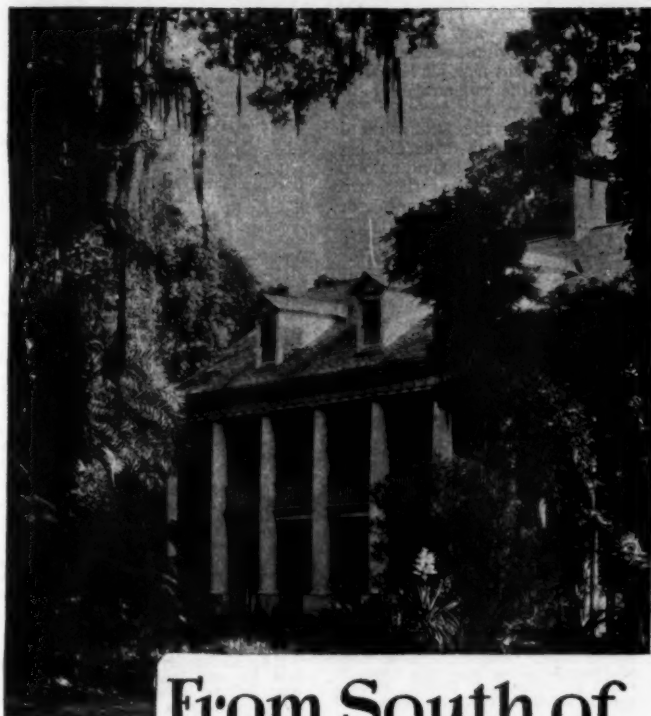
Frequently a new product is salable, but the advertising is faulty. American slogans and other selling phrases often become positively ludicrous when literally translated. As a result, many "screams" have been perpetuated in the name of foreign advertising written without a due knowledge or regard of what's what.

Correct "translation" is good only so far. The more imperative need is that for proper *interpretation*. Obviously, anyone who wishes to advertise in a foreign country must be familiar, not only with literary diction, but with every trick of the tongue.

Some countries are partial to an all-picture advertisement. Many are opposed to much text. Some are attracted by unique "sprightliness" which would not do elsewhere.

In short, it resolves itself to a knowledge of the market, of the people, of the language, of habits, and idiosyncrasies peculiar to each group, for, as has been said, we cannot apply the American yardstick to them all—if, indeed, to any one.

Which gets us back to our premise: "As go automobile sales, so



## From South of New Orleans

St. Bernard, Plaquemines, La Fourche, Jefferson, Terrebonne—those are the Louisiana parishes South of New Orleans that are a part of the New Orleans Suburban area. From there, too, come good customers to the city; by bus, by train and by highway they come to

buy in New Orleans with the profits of sugar, lumber, produce, rice, oil refineries, furs, sea food, citrus fruits. Here, as elsewhere in the suburban radius, The Times-Picayune reaches the majority of able-to-buy families.

City and Suburban, daily — 73,267; Total — 96,748  
City and Suburban, Sunday — 95,406; Total — 138,170

# The Times-Picayune

**In New Orleans**

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Cone, Rothenburg & Noce, Inc.  
Pacific Coast Representatives: R. J. Bidwell Co.

goes the world." The automobile certainly opens new vistas, new roads, new activities, widens mental horizons, loosens new purse strings, and makes the commerce of the world "step on the gas."

And just as the automobile is the pioneer of new trade and new accomplishment, so have automobile sales come to be a recognized gauge of industry at large—a determining factor of the prosperity and spending power of millions. And, in turn, just as surely as these things are so, it is logical, and indeed axiomatic, that the automobile is a forerunner of other worthy products in foreign fields awaiting correct cultivation by American manufacturers.

With the accent on "correct."

### New Accounts for Michaels & Heath

The Ebert Furniture Company, Red Lion, Pa., radio cabinets, and The Roseth Corporation, Brooklyn, N. Y., "Mothex" bags, have appointed Michaels & Heath, Inc., New York advertising agency, to direct their advertising accounts. Magazines and business papers will be used for the Ebert company, and newspapers for the Roseth Corporation.

The advertising account of the Columbia Baking Company, Atlanta, maker of Oboy bread, is also now being directed by Michaels & Heath. Newspapers in Southern cities are being used.

### G. A. Gunderson Appointed by Burgess Battery

Glen A. Gunderson, formerly with the Edison Electric Appliance Company, Inc., Chicago, and, more recently, advertising manager of the American Flyer Manufacturing Company, of that city, has been appointed advertising manager of the Burgess Battery Company, also of Chicago.

### North Carolina Publishers to Meet

The annual convention of the North Carolina Press Association will be held at Elizabeth City, N. C., on June 12, 13 and 14. Governor O. Max Gardner will be the principal speaker.

### K. W. Howard Joins Theis & Simpson

K. W. Howard, formerly advertising manager of the Austin, Minn., *Herald*, has joined the Theis & Simpson Company, Inc., publishers' representative, New York.

### Most College Product Is Run-of-Mine

NEW YORK UNIVERSITY  
SCHOOL OF COMMERCE, ACCOUNTS AND  
FINANCE  
NEW YORK, MAY 27, 1929

Editor of PRINTERS' INK:

In the absence of Chancellor Brown your letter of May 22, enclosing the article, "Does the College Graduate Lack Initiative in Business?" [May 23 issue] by H. M. Baker of The B. F. Goodrich Company, was sent to me for comment. I will therefore express only my personal opinion based on my experience with the students and graduates of this school.

I do not believe that here, at least, the student suffers from repression of ego. I incline to the opinion that most of our college product is "run of mine" material with about the same percentage of "pay-dirt" that would be obtained from non-college material.

I quite agree with Mr. Baker on the disadvantages to the student who has to labor for his entire support. He has to pay a price in some form or another and while there are some compensating advantages, the toll is generally a heavy one.

We are studying this question of personal development however and, in fact, Professor N. L. Hoopingartner and our employment service director together with Professor W. B. Cornell, chairman of our committee on supervised business research are gathering experience with both our day and evening students. We are hopeful of getting some results but our principal difficulty is lack of funds to attack the problem in the fashion that it deserves.

I do not qualify as an expert in this field but my layman's impression for what it may be worth is that because there are so many differentials involved, we of the college cannot hope to make much of a dent upon the material that comes to us with all varieties of biological inheritance and past environment. Possibly the solution will ultimately be found by attacking the problem on a level lower than the college plane. At any rate, we should not neglect the problem, nor overlook an opportunity to render such personal help as is possible. The hopeful thing is that some of us have recognized our responsibility however ineffectively we may presently be meeting it.

J. T. MADDEN,  
Dean.

### E. S. Barber, Vice-President, Johnson Motor

Earle S. Barber, at one time a vice-president of Copeland Products, Inc., Detroit, has joined the Johnson Motor Company, Waukegan, Ill., as vice-president in charge of sales.

### Appoints Rochester Agency

The Rochester Art Company, Rochester, N. Y., has appointed the Hutchins Advertising Company, Inc., of that city, to direct its advertising account.



## *Either Type Responds Best to Times Star Advertising*

**R**EGARDLESS of the type of family your product appeals to, the Cincinnati Times-Star offers you the only thorough method of cultivation of the Cincinnati market.

### Coverage of Times-Star by Buying Classes in Metropolitan Cincinnati

Class A or families of highest buying power (24,151)	
Receive Times-Star	80.13 %
Next Paper	50.60 %
Class B or families of medium buying power (96,573)	
Receive Times Star	61.28 + %
Next Paper	60.59 — %
Class C or families of lowest buying power (35,939)	
Receive Times-Star	54.91 %
Next Paper	49.16 + %

Unique? Yes, for the Times-Star has built a newspaper which appeals to all classes of families in this huge market. Best medium or low buying power alike responds best to the advertising placed in its columns.

Note the coverage offered of the three buying classes. No other Cincinnati newspaper offers as thorough coverage nor the reader acceptance as that offered by Cincinnati's first newspaper.

One paper—The Times-Star—will sell your product in Cincinnati.

## **The Cincinnati Times Star**

*Eastern Representative*  
**MARTIN L. MARSH**  
24 West 40th St.  
New York City, N. Y.

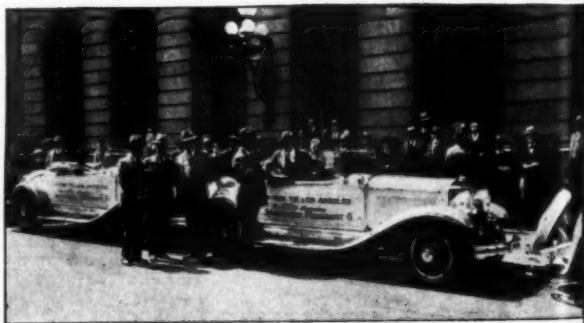
*Western Representative*  
**KELLOGG M. PATTERSON**  
904 Union Trust Bldg.  
Chicago, Ill.



*Mayor  
Walker  
Speeds  
Purple and  
White Fleet  
on Its Way  
to Los  
Angeles*



**F**RIDAY, May 10th, Mayor Walker of New York started THE ELKS MAGAZINE Purple and White Motor Squadron and Aeroplane on their way to Los Angeles.



*Part View of Purple and White Fleet at Elks Club, N. Y. City*

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# That a Thousand Cities May See ~

Four cars equipped in part with products advertised in this Magazine. One car travels the sea-coast, two journey by Central Routes, the fourth takes a Northern path.

Ten thousand miles of American Highways will be traveled.

A thousand Cities will see demonstrated the products with which these cars are equipped.

Entering the City of Los Angeles the day of July 8th, fifty thousand Elks, at the Elks Convention, will be there to welcome them, while overhead flies the Purple and White Elks Biplane which is now contacting these cars on their transcontinental journey.

Already they have traveled far, and the good they are doing for the advertisers in THE ELKS MAGAZINE is well evidenced.

## The Elks Magazine

More than 800,000 Circulation Guaranteed

50 East 42nd Street

New York City



*Elks Liaison Biplane Contacting Purple and White Fleet*

# A Boston Tragedy

**An evening without a Transcript! That is the ultimate in tragedy in Boston's better homes.**

**No matter what other papers may be in the house one cannot tell where one's stocks actually closed, or what the volume was. What business and financial developments took place. What their significance is. What is new in world and domestic politics. In art, sports, society.**

**In a word—the Boston Transcript is indispensable—to reader—and advertiser.**

## Boston Evening Transcript

*Highest ratio of BUYERS to readers*

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

**R. J. BIDWELL CO.**

Boston New York Chicago

San Francisco

Los Angeles

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# Friendly Mergers

Are You Working with Manufacturers in Other Fields Who Might Benefit by a Little Friendly Merchandising Co-operation?

By James Maratta

• Director, Retail Sales, Minneapolis-Honeywell Regulator Company, Inc.

**I**F you should discontinue your merchandising activities, what organizations or industries other than yours would be affected, and what are you doing to promote their interest in the progress of your business? In other words, what other industries profit, directly or indirectly, from the sale of your goods, and are they conscious of this chain of circumstances which binds you both to the same market?

Successful merchandising, in these days when the family dollar is split by hairs, requires development of sales pressure along varied lines. Not the least important of these is the formulation of friendly mergers with industries which indirectly benefit from the efforts of your organization and the sale of your product.

To what extent these friendly mergers can be developed is best illustrated by what the New York branch of the Minneapolis-Honeywell Regulator Company, Inc., has accomplished in the marketing of its heat and temperature controls in the metropolitan area.

Sell a retail coal merchant the idea of helping to merchandise a household commodity designed to reduce coal consumption and you have accomplished a bit of artful selling. For us to say that our regulators save coal is an expected statement, but usually accepted with a grain of salt by the prospect. For the retail coal dealer to make this same statement is another story altogether.

A home owner with coal bills in keeping with his budget, and a heating system operating to his entire satisfaction, is not apt to be looking for trouble with the coal dealer, or investigating fuels and heating equipments sold by industries encroaching on the coal dealer's market.

Although we have spent forty-

four years making satisfied coal consumers, I doubt if 80 per cent of the coal merchants know anything about our regulators. With this thought in mind we carried out an educational direct-mail campaign, explaining in detail what our company was doing to promote the sale of coal and keep consumers satisfied. We pointed out concrete examples of certain families who had made a series of complaints to their coal dealers regarding the quality of the coal delivered, its failure to burn properly and what not, and how the installation of an automatic regulator satisfied these consumers beyond any reasonable doubt that it wasn't the coal, but their inability to gauge the exact time to open or close the draft.

## *A Card for Coal Dealers to Send Out*

These circular letters went out for four weeks. In the meantime we prepared a sample postal card with one side addressed to our main New York office, and on the other side our idea of what the coal dealer should tell his customers about waste and economy in coal consumption. This side of the card also had spaces provided for the name, address and telephone number of the coal consumer who, if interested in the coal dealer's message, would fill out the card and mail it to us. Coming from the coal dealer, over his signature printed at the bottom, these cards would carry considerable weight with his customers.

Our field representatives approached the coal merchants with the idea of ordering as many of these cards as they could mail out with statements, invoices, circulars, etc. Virtually all the coal dealers approached signed up for from 1,000 to 10,000 cards, and the way these cards are returning to our

office is certainly gratifying. As quickly as they are received, they are turned over to the salesman who originally secured the order from the coal dealer. This eliminates much hit and miss canvassing for prospects.

What happened the first month after this campaign was inaugurated convinced the coal merchants how necessary we were to their business. Many of our large heat and temperature control charts are now conspicuously displayed in coal dealers' offices where heat and temperature control prospects can view them. Here is a friendly merger that, in my opinion, will survive for many years to come. It entails absolutely no direct overhead and is no more than a simple verbal expression of two parties willing to help a common cause.

With the retail coal dealers firmly entrenched in a progressive campaign advocating heat and temperature control to their customers, we again donned our thinking caps and decided that the real estate broker who sells houses on commission remuneration was an enviable asset to our plan of friendly mergers.

Our thermostatic regulators affect the health, comfort, convenience, safety and economy of the home twenty-four hours a day during approximately 237 days every year. You can readily see how the real estate broker, selling houses which are supposedly healthy, comfortable, convenient, safe and economical places in which to live, should be interested in our controls. A bit of well spent time educating these business men to our way of thinking quickly resulted in an endless list of ready prospects in need of our equipment, to help make their houses more desirable and salable pieces of property.

We tackled the real estate broker along somewhat similar lines. First we secured positive evidence of some fifty homes where our equipment had been an important factor in making the sale. Then we called on a selected list of desirable brokers, with our complete equipment in a demonstrating case, gave them a thorough demonstra-

tion of the regulator and sold them the idea of placing us on their payroll at no pay. Every week or so our representatives call for their list of prospects, which includes both buyers and sellers.

### *Small Things Often Influence Big Sales*

That a Minneapolis-Honeywell regulator in a house creates sufficient appeal oftentimes to swing the sale may sound like a rather broad statement. Yet you need look no further than magazine and newspaper display advertisements to learn of the importance that prospects attach to minor special construction details. In one full-page advertisement you note that the manufacturer of a line of gas ranges uses two-thirds of the page to explain a small cooking heat regulator installed on the range, and crowds the picture and details of the range itself in quarter page space. You turn the pages to see an electric refrigerator manufacturer create prospect appeal through a small contrivance which at the touch of the hand regulates freezing speed. For the time he forgets virtually all the other important salable features of his refrigerators. After "merging" with the real estate brokers, again I called my field executives into a huddle. When our heads emerged we found that one of the largest furnace manufacturers was an ideal prospect for a friendly merger.

We meet a condition, in the early spring months, that slows our business down by half. We encounter six to eight bad weeks in which the chirp of the robins appears to interest prospects more than regulating next year's heat. Something had to be done about it. So we did it.

The Government tells us that for every one-eighth inch of soot in the smoke pipe and chimney, the efficiency of the home heating system depreciates 28 per cent. So we decided on free furnace and flue cleaning with every installation made during the period when our business usually takes a slump. Since the passing of the chimney-sweep, no one ever thinks of cleaning out the chimney, particularly

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# "What interests people —and Why"

**W**ANT to look deep into the minds and hearts of the American people?

—want a new "slant" on the urges, instincts, emotions and motives of the great American public?

—then read "What Interests People —and Why," an unusual booklet by Morrill Goddard, famous editor, who attracts and holds the attention of more than 5,600,000 families every week. It's an eye-opener, a mind-opener.

*We'll gladly send you a copy, with our compliments—just mail the coupon.*

## THE Greatest Circulation in the World AMERICAN WEEKLY

Main Office: 9 East 40th Street, New York City

### Branch Offices:

Wrigley Bldg., Chicago  
5 Winthrop Square, Boston  
753 Bonnie Brae, Los Angeles  
222 Monadnock Bldg., San Francisco  
1138 Hanna Bldg., Cleveland  
101 Marietta Street, Atlanta  
12-231 General Motors Bldg., Detroit

© 1929 by American Weekly, Inc.

The American Weekly	24
9 East 40th Street, New York City	
Please send complimentary copy of "What Interests People—and Why."	
Name .....	
Firm .....	
Address .....	

since they build them even too small for Santa Claus to slide down.

The only high-pressure vacuum chimney cleaning equipment that I know of is patented and controlled by this one furnace manufacturer. Smaller equipments are available, but the cost involved for completely covering our area is prohibitive. The furnace manufacturer referred to, in addition to manufacturing a very popular warm air furnace, sells furnace cleanings to home owners, regardless of the type or make furnace they own. This condition was ideal for our purpose.

We sell regulators to the better class of home owners—the people who, once they have their furnace cleaned, would undoubtedly want this service continued year in and year out. We also are in position to find many homes in need of furnace cleaning which already have our regulator, or are not going to purchase this year; and also home owners thinking of purchasing new furnaces. These facts were of interest to the furnace manufacturer.

I shall not disclose the nature of this friendly merger other than that we got together on a plan that is slowly taking the dips out of our sales curve and, incidentally, opening up many new furnace cleaning accounts for our friend, the furnace manufacturer.

The bulk of our business naturally comes from going after it in the most thorough and tried methods known to us. However, thousands of dollars worth of business every month is directly traceable to these friendly mergers with reputable manufacturers, sales organizations and merchants reaching the same market as ourselves.

More and more as you glance over current advertising do you observe evidence of these friendly mergers. A bearing manufacturer, in expounding the merits of his product, will list the names of popular cars so equipped. A drug store will offer you a group purchase of safety razor, shaving cream and a lotion at a price lower than the cost of each article purchased singly. Yet each article thus offered is made by a different

manufacturer, having no financial interest in the makers of the other products offered with his.

While engaged in merchandising a popular make washing machine, some years past, I discovered that a well-known brand of laundry soap turned out a faster and cleaner washing when used in our machine than other soaps. This information was forwarded to the soap manufacturer in question, who immediately offered free cases of soap to all dealers demonstrating our machine. Later he lithographed the washing machine on his soap cartons and offered other inducements to our dealer and sales organization.

The amount of business forthcoming from these friendly mergers must not be over-estimated, nor too much expected from the organizations offering their voluntary services to your cause. They must be organized with a purely unselfish interest, and will not prove successful unless both parties will benefit equally.

It's a far cry from rug weaving to vacuum cleaner manufacturing. Yet here are two household necessities that ultimately become inseparable so far as the housewife is concerned, and I wonder what's being done about it. My wife recently purchased an oriental rug from a large department store that also sells a line of electric vacuum cleaners. The old vacuum cleaner at our house didn't take to the new rug very affectionately owing to its weight and long nap. With no friendly merger existing between the rug and vacuum cleaner departments at this particular department store, we naturally purchased from the first vacuum cleaner dealer who came after our old cleaner and left a new one.

I repeat, if you should go out of business, what organizations other than yours would be affected, and what are you doing to promote their interest in the progress of your establishment?

---

Robert B. Scheuler, formerly with the Campbell-Ewald Company, Inc., Detroit, and Prather-Allen & Heaton, Inc., Cincinnati, has joined the Paul S. Perry Advertising Company, Cincinnati, as a copy writer.



## Preponderate Preference And What It Proves in Washington, D. C.

Local advertisers know the local market, its conditions and how best to cover it.

Taken as a convincing criterion, the department stores in the National Capital used during the year 1928—6,601,606 lines of advertising in THE STAR—Evening and Sunday. This is the greatest volume of department store advertising reported from 28 metropolitan cities, and proves two things—

That Washington is an advertising-reading community, in a market worth cultivating;

And that THE STAR alone is sufficient to cover this field—for these 6,601,606 lines of advertising used by the department stores represents 3,676,959 lines more advertising of this class than was carried during the same period by all four of the other Washington papers combined.

Write our Statistical Department for any information you need regarding the Washington, D. C., Market.

## The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

New York Office:  
Dan A. Carroll  
110 E. 42nd Street

Chicago Office:  
J. E. Lutz  
Lake Michigan Building

# AUTOMOBILE MANUFACTURERS ADVERTISE IN ALL FOUR GREAT CITIES OF NORTHEASTERN OHIO



**W**ITH the exception of Rolls-Royce, every American automobile manufacturer who used space in Cleveland newspapers in 1928 was also represented with adequate advertising in the newspapers of Akron.

These 27 automobiles were advertised in *all* the great cities of northeastern Ohio—Cleveland, Akron, Canton, and Youngstown:

Auburn  
Buick  
Cadillac-La Salle  
Chevrolet  
Chrysler  
DeSoto  
Dodge  
Durant

Essex  
Ford  
Franklin  
Graham-Paige  
Hudson  
Hupmobile  
Jordan  
Marmon

Nash  
Oakland  
Oldsmobile  
Overland  
Packard  
Peerless

Plymouth  
Pontiac  
Reo  
Studebaker  
Willis-Knight

Falcon-Knight, Stearns-Knight, and Star were not advertised in Youngstown—but were advertised in Cleveland, Akron and Canton.

Erskine, Gardner, Lincoln and Stutz were not advertised in Canton—but were advertised in Cleveland, Akron and Youngstown.

Locomobile and Moon were not advertised in Canton or Youngstown—but were adver-

tised in

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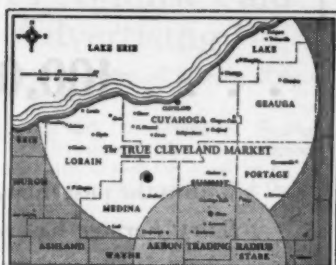
## The Cleveland Press

Detroit / Atlanta  
San Francisco

NATIONAL ADVERTISING  
230 Park Avenue, New York City 100 N. Michi

FIRST ADVERTISING BUY

# FACTURERS GREAT OHIO



Eight different market authorities agree that The TRUE Cleveland Market is, as pictured here, *small and compact*, approximately 35 miles in radius—not over 1,525,000 in population.

tised in Cleveland and Akron.

If it were possible for Cleveland newspaper advertising to sell cars in Akron, Canton and Youngstown—if it were possible to satisfy the automobile dealers of these cities with the promise of a Cleveland newspaper campaign—these automobile manufacturers would naturally concentrate their advertising in Cleveland newspapers.

But it is obviously impossible to achieve "consumer-interest" or "dealer-influence" in Akron, Canton and Youngstown with a Cleveland advertising campaign. The fact that every great

automobile manufacturer advertises in every great northeastern Ohio city is proof positive.

More and more advertisers are learning that The TRUE Cleveland Market is all that can be reached thru Cleveland newspapers. And so—

In the first five months of 1929 The PRESS—with 93% of its circulation concentrated in The TRUE Cleveland Market—was the only Cleveland daily newspaper to publish more automobile advertising than it did in the same period of the preceding year!

# Press

ADVERTISING DEPARTMENT  
100 N. Michigan Blvd., Chicago



SCRIPPS-HOWARD

*First in  
Cleveland*

Philadelphia  
Los Angeles

BUY IN CLEVELAND

## . . . . 100,000 Reprints

Within the past thirty days, *The Dairy Farmer* has received requests for more than 100,000 reprints of feature articles.

This spontaneous endorsement of *The Dairy Farmer* vouches for the high quality of its editorial content.

The quality of the editorial material which *The Dairy Farmer* gives to its more than 250,000 subscribers, forms a background which assures advertisers of profitable returns.

**THE**  
**Dairy Farmer**  
MEREDITH PUBLISHING COMPANY  
DES MOINES, IOWA

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# A. N. A. Declares Against Paid Testimonial Advertising

Vital Merchandising Topics Are Discussed at Annual Meeting of the Association of National Advertisers

THE Association of National Advertisers, at its semi-annual session held last week at French Lick, Ind., put itself on record as strongly opposing the use of the paid testimonial in advertising. Affirmative action, looking toward a more literal interpretation of the truth in advertising principle, was urged upon the association's members in this resolution:

Whereas, we believe that advertising in order to be lastingly effective and profitable must not only be truthful and sincere, but must also *appear* to be, and

Whereas, this being our belief it naturally follows that we view with disapproval the use of the so-called paid testimonial; therefore be it

Resolved, that our members continue carefully to scrutinize their own advertising from this standpoint and that they express this opinion of the association on insincere testimonials, gratuitous or paid for, at every opportunity.

This declaration regarding testimonials, which was only one feature of a many-sided program in which various vital problems of the advertising executives were fully discussed, had been expected ever since the publication in the March 21 issue of *PRINTERS' INK* of a letter to the membership written by Guy C. Smith, advertising manager of Libby, McNeill & Libby, and president of the association. Through a coincidence, Mr. Smith's letter appeared along with an article by O. C. Harn, managing director of the Audit Bureau of Circulations, suggesting that initial action leading toward the elimination of abuses in this direction should properly come from the A. N. A., as perhaps the country's most powerful organization of advertisers.

The adoption of the policy was by no means a cut and dried arrangement. Most of one session was given over to a discussion of testimonial advertising; and this, although not intended that way, was something in the nature of a debate. The favorable side was

presented by George S. Fowler, vice-president of the Simmons Company, and the negative by G. Lynn Sumner, president of the G. Lynn Sumner Company, Inc., New York.

The use of testimonials in connection with the merchandising of Simmons beds is familiar to all students of advertising. It was only natural, therefore, that Mr. Fowler's presentation should be in the nature of a vigorous defense.

"This is the age of autobiography," he said in effect. "And this same influence is what causes newspapers to run so much into personalities. People are interested in other people—what they are doing and what they think. It is easy to see, then, why personality advertising is one of the strongest and best forms of advertising."

Mr. Fowler, in answering the question as to what requirements a testimonial advertisement should meet that it might consistently be used by a high-class firm such as his, referred to a standard suggested at a previous session by Clarence D. Newell, president of the Newell-Emmett Company, of New York, which he expressed in the form of this question: "Do the advertiser and the agent believe in this advertisement themselves?"

"In other words," Mr. Fowler said, "the advertiser who uses testimonials should place an absolute ban upon anything that is unfair, untruthful or in bad taste. I believe in testimonial advertising only when it is true, in good form, interesting and productive. With this sort of standard, personalities can be used properly and profitably; and failure to use them, in some lines of merchandise, would be to ignore one of the most fruitful methods of creating and increasing consumer acceptance."

At this point, Mr. Harn, a former president of the associa-

tion, who was attending the convention as a guest, was given the privilege of the floor to ask a question. Harking back to his *PRINTERS' INK* article referred to above, he wanted to know what was going to be done to bar out the "unfair and untruthful" as suggested by Mr. Fowler. Just so long as this sort of thing was permitted to continue, he held, the good name and effectiveness of all advertising would have to suffer. Mr. Fowler suggested, in reply, that the corrective measures, if any, would necessarily have to be applied by the individual advertisers themselves.

Mr. Sumner was inclined to agree with Mr. Fowler as to the attractiveness, readability and human interest of good personality copy. Nevertheless, the use of this kind of copy had many elements of danger, he said.

"When advertising is read and not believed," he said, "it is largely wasted. And this is why the personality element should be handled with the most scrupulous care. The evil of the proposition is that no matter how unquestioned the integrity of the advertiser may be, no matter how good his intentions, when he uses the personality element he thereby opens the way for skepticism. It is not sufficient that advertising merely be true; it must also *appear* to be true. If it is true and not believed, then the effect on sales is just as bad as if it were untrue."

It was with this sort of background that the resolution came up for action. Significantly enough, those who spoke out most vigorously in its favor were members who, in another day, would have been frowned upon as "patent medicine" men—men such as A. T. Preyer, of the Vick Chemical Company, Lee H. Bristol, of the Bristol-Myers Company, and others.

"Some of the present-day users of testimonial advertising," Mr. Preyer said, "are where advertisers in our group were twenty years ago. Our testimonials are now absolutely truthful, and they are not paid for. How many other

users of this type of copy can say as much? This is the kind of advertising that is dangerous unless it is handled with the most meticulous care. The association should take a positive stand which will be a helpful guide not only to our own membership but to advertisers in general."

Another important subject which attracted the association's attention is the bill passed by the United States Senate last week providing for the fifteenth decennial census. The bill now goes to the House where, according to certain speakers at the meeting, it may encounter some rough sledding on account of the effect its reappointment provisions may have upon the House membership. A resolution was adopted urging all advertisers to bring all possible proper pressure to bear upon their Congressmen to pass this bill. The association's interest in it comes from the fact that, if passed, it will make possible a census of distribution on a national basis that is comparable to an experimental census of distribution made last year in eleven cities.

A telegram from Dr. Julius Klein, assistant secretary of commerce, showing how vital this national survey is to business, was read to the meeting. He wired:

If the bill which is now before Congress authorizing the next decennial census should become a law it will provide among other things for a national census of distribution. This would be the first time that an attempt has been made in this or any other country to take a comprehensive nation-wide census of the distributive agencies.

The information compiled in such a census should be of invaluable assistance to the advertising profession. In the first place, it would furnish us with information as to the wholesale and retail volume of business by localities and by trades. No reliable information along this line is available at the present time. It would also provide detailed information as to the number of outlets for merchandise by kinds of business and by volume of business, which would furnish a very significant indication of the markets for particular products.

Unfortunately it will not be possible in such census to get as much detail on the distribution of individual products as many of us would like. The reason for this is that the average retailer does not have records which would enable him to furnish that information

The last word in equipment  
and plenty of elbow room  
to work in helps make  
Bundscho typography the  
beautiful work it is, but we  
have a hunch the biggest  
reason is we just naturally  
love the smell of printer's ink



J. M. BUNDSCHO, INC.  
*Advertising Typographers*

65 EAST SOUTH WATER STREET

CHICAGO

HERE TYPE CAN SERVE YOU

to the census enumerator. However, the census will give considerable information on the volume of business by classes of commodities and it is proposed to secure more detailed information from selected dealers as to the volume of business on individual commodities and individual lines. This should give us much more information than is at present available and should assist in measuring the market for such items.

The sample censuses of distribution taken in eleven cities some two years ago have thrown a great deal of light upon many problems of distribution. As a matter of fact, they have opened our eyes to many problems which we did not know existed before. The same would undoubtedly be true of a national census which would be very much more comprehensive than the sample studies. Marketing and distribution are changing so rapidly that we are in urgent need of more statistical information in order to guide these changes in constructive directions. It is believed that the census of distribution, if authorized, will provide the funds for a large amount of constructive work in the field of marketing and advertising.

The program of the meeting was built upon original lines. Instead of following the ordinary method of getting speakers first and then laying out the theme of the convention in accordance with the subjects they wanted to talk about, the subjects were selected first. Under the chairmanship of Stuart Peabody, of The Borden Sales Company, Inc., the program committee canvassed the entire membership of the association to ascertain what specific matters they would like to hear discussed. Out of the great mass of suggestions thus produced, certain topics that received the largest number of "votes" were chosen. Then a canvass was made to secure capable speakers who would talk along the lines suggested. The result was that, in place of the usual arbitrarily formed keynote, the sessions were devoted exclusively to shop talk—the program, however, being administered in a formal manner and not left at all to chance.

One of the outstanding addresses was by R. H. Grant, vice-president of the General Motors Corporation, who talked on "The New Responsibility of the Advertising and Sales Executive." Mr. Grant insisted that "I shall not say a word if there is a reporter in the room." A PRINTERS' INK repre-

sentative heard the address, but, of course, must keep faith with the officers of the association and Mr. Grant. Hence his address will not appear in these columns until he has had an opportunity to revise the Stenotype report sent to him by the association.

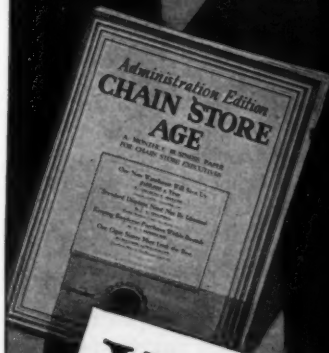
Another innovation in program-making was the opening of the convention with a series of group meetings. The advertising department administration group was presided over by William H. Hart, of E. I. du Pont de Nemours & Co., Inc. A. T. Hugg, of the Detroit Steel Products Company, directed the building material group; Robert F. Wood, of The Autocar Company, the direct-mail group; A. T. Preyer, Vick Chemical Company, the drug products group, and Paul B. West, the National Carbon Company, the window display group. These meetings were purely informal and the discussion in all cases was profitable.

#### *What the Drug Group Talked about at Its Meeting*

The discussions in the drug group show the importance of the topics brought up. The drug products people, for example, decided that the national advertiser should not favor co-operative advertising propositions from retailers, jobbers or chains unless exclusive agency propositions were involved. They decided also that the remedy for dealer indifference and other shortcomings is to apply more and still more to national advertising—going direct to the consumer and thus influencing the dealer through the resulting pressure that is brought to bear on him.

Associated with Mr. Peabody in the preparation of the program were: W. A. Grove, Edison Electric Appliance Co., Inc.; Allan Brown, Bakelite Corporation; W. H. Hart, E. I. du Pont de Nemours & Co., Inc.; H. F. Barnes, National Lamp Works of General Electric Company; Seward Johnson, Johnson & Johnson; Col. Gilbert H. Durston, Mohawk Carpet Mills, Inc.; V. C. Cutts, Associated Apparel Industries, Inc.; R. W. Blair, Simmons Company; H. K. Longaker, Jewel Tea Co.,

4 EDITIONS



**Years of  
Leadership!**

**CHAIN STORE AGE**  
93 Worth St., New York

# Two Canadian Offices

## for the better service of our clients

THE service of Lord & Thomas and Logan is now extended to Canada by the acquisition of two Canadian Branches, one located at 67 Yonge Street, Toronto, and the other at 1434 St. Catherine Street W., Montreal.

William Findlay, of Toronto, is in charge of our operations in Canada. He has become a Director and a Vice President of Lord & Thomas and Logan.

Mr. Findlay and his associates bring to us a long and successful experience in Canadian advertising. Through a number of important contacts with American firms doing business in the Dominion they have achieved an outstanding reputation in the sphere of international advertising.

These new Canadian connections enable us to offer our clients a thorough and intimate knowledge of the Dominion, the viewpoints of its various peoples, the conditions which prevail in its markets, and the coverage and quality of its advertising mediums.

Lord & Thomas and Logan, in Canada, is serving the following advertisers:

ANACONDA AMERICAN BRASS, LIMITED	Toronto
<i>Copper, Brass and Bronze</i>	
CITIES SERVICE COMPANY	Toronto
<i>All Products</i>	
COLGATE-PALMOLIVE-PEET CO.	Toronto
<i>All Products</i>	
COPPER & BRASS RESEARCH ASSOCIATION	New York
<i>Trade Promotion</i>	
DOMINION DEPARTMENT OF NATIONAL REVENUE	Ottawa
<i>Income Tax</i>	

DOMINION DEPARTMENT OF TRADE AND COMMERCE	Ottawa
<i>Export Trade</i>	
C. A. DUNHAM COMPANY, LIMITED	Toronto
<i>Dunham Differential Vacuum Heating System</i>	
GURNEY FOUNDRY COMPANY, LIMITED	Toronto
<i>Boilers and Radiators</i>	
HOLEPROOF HOSIERY COMPANY	London, Ont.
<i>Holeproof Hosiery</i>	
THE HOOVER COMPANY, LIMITED	Hamilton
<i>Hoover Electric Cleaner</i>	
IMPERIAL VARNISH & COLOR COMPANY	Toronto
<i>Flo-Glass Paints and Varnishes</i>	
KOTEX COMPANY	Toronto
<i>Kotex Sanitary Napkins, Kleenex Cleansing Tissues</i>	
ONTARIO DEPARTMENT OF HIGHWAYS	Toronto
<i>Safety Campaign</i>	
ONTARIO EQUITABLE LIFE AND ACCIDENT INSURANCE COMPANY, LIMITED	Waterloo
<i>Insurance</i>	
OWEN SOUND TRANSPORTATION COMPANY, LIMITED	Owen Sound, Ontario
<i>Great Lakes Navigation</i>	
PEPSODENT COMPANY	Toronto
<i>Pepsodent Dentifrice, Scientific Products Company, Gels-It</i>	
PERFECTION GLASS COMPANY	Montreal
<i>All Products</i>	
PETERBOROUGH CANOE COMPANY	Peterborough, Ontario
<i>Power Boats</i>	
PLAYFAIR, PATERSON & COMPANY	Toronto
<i>Investment Bankers</i>	
THE QUAKER OATS COMPANY	Peterborough
<i>All Products</i>	
RADIO CORPORATION OF AMERICA	New York
<i>All Products</i>	
THE SIFTON NEWSPAPERS	
<i>Daily Newspapers at Winnipeg, Regina, Saskatoon. Farm Papers at Winnipeg, Regina</i>	
THE SOUTHAM NEWSPAPERS	
<i>Daily Newspapers at Ottawa, Hamilton, Winnipeg, Edmonton, Calgary, Vancouver</i>	
STEWART SCULLY COMPANY, LIMITED	Toronto
<i>Investment Bankers</i>	
THOR-CANADIAN COMPANY	Toronto
<i>Thor Electric Washers</i>	
VICTOR TALKING MACHINE COMPANY	Montreal
<i>All Products</i>	

## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
919 N. Michigan Avenue  
LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue  
WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment  
SAN FRANCISCO  
225 Bush Street

TORONTO  
67 Yonge Street

MONTREAL  
1434 St. Catherine St. W.

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest



Inc.; Walter S. Rowe, The Estate Stove Company; Hal Johnson, The Wahl Company.

## Merchandising the National Advertising

W. W. Wachtel, advertising and sales promotion manager of the Loose-Wiles Biscuit Company, and P. J. Kelly, advertising manager of the B. F. Goodrich Rubber Company, discussed the subject of merchandising an advertising campaign to produce the maximum amount of reader interest.

Mr. Wachtel, speaking from the standpoint of a product with general distribution, told about how he dramatized a new wax wrapper for packages of biscuits in a way that increased sales enormously.

Certain customers had complained that some of the crackers seemed to have certain odors that came from association with other grocery store products. The watertight wax wrapper on the packages was the result. No odors could penetrate it and the merchandise was kept fresh and in the same condition that it left the factory. But how was the package to be merchandised? The company's salesmen took it into stores and met with little response.

"At this point," Mr. Wachtel related, "we equipped our salesmen with little dishpans in each of which was a package of the biscuits and a little paraffin duck floating around in the water. The dealers of course remembered all about water running off a duck's back and they got the idea in a hurry. These dishpans soon were made parts of window displays. In some windows we had live ducks swimming around the wrapped packages. You would be astonished if I told you how the sales jumped.

"This is what I call mass selling over the heads of retailers. Dramatize the message, appeal to the salesman's emotions and he will talk your advertising to the dealer in a natural way that the dealer cannot resist. Our salesmen talk our advertising because we make it interesting."

At a recent sales meeting Mr. Wachtel had occasion to tell the salesmen about a new lemon biscuit the company had brought out. He had the biscuits produced right on the platform and distributed to the men—with, of course, a lot of dramatization. They went out and enthusiastically sold the product.

Mr. Kelly, speaking about a product with restricted distribution, told how his company is sending a fleet of automobiles across the country equipped with Goodrich tires. This is the so-called "Silver Fleet" that is now being advertised in magazines and newspapers.

As the Silver Fleet goes across the country and receives its official greetings from mayors, governors and what not, its progress is chronicled in a series of magazine advertisements with which there are district and regional newspaper hook-ups.

"Don't be afraid of news in your copy," Mr. Kelly advised. "You may mention the product only indirectly but this may be the very best advertising after all."

## Talking Movies and Their Place in Modern Merchandising

P. L. Thomson, of the Western Electric Company, speaking at the association's formal dinner, declared that the talking movie picture as a forceful aid to the selling of goods has definitely arrived and must be considered. He believes that its commercial use will, in time, be even greater than that designed for entertainment purposes.

"Through the use of this great modern invention," Mr. Thomson said, "it is possible and practicable to dramatize a product and a sales message to consumers and salesmen in a way that a year or two ago would be beyond our wildest dreams. Portable projection machinery has been invented, making it easy and inexpensive to produce these talking films in any place where electrical power is available. You people who have been somewhat disgusted with talking movies





### *Reason number one:*

## **Why More Than One Hundred Thousand Sportsmen Read FOREST AND STREAM**

Years ago, Hy. S. Watson painted his first outdoor magazine cover. Since that time his work has become familiar to every sportsman in America. Today he is the outstanding artist in the outdoor field.

Mr. Watson possesses a thorough knowledge of hunting, fishing, camping and wild life which is reflected in his convincing and lifelike canvases.

In line with its sincere endeavor to give its readers the very best the field has to offer, the Clayton Management at once procured Mr. Watson's services and now this famous artist paints covers *exclusively* for FOREST AND STREAM.

**FOREST AND STREAM**  
80 LAFAYETTE ST. NEW YORK CITY

*Wm. Clayton*

*Publisher*

**W. J. DELANEY, Advertising Director**

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago  
On the Coast: Hallett Cole, 122 East 7th St., Los Angeles, Cal.



# Pioneers in 4-



## Successful Far

MORE THAN ONE MILLION

The Meredith Publishing Company,

Branch Offices: NEW YORK . . . . CHICAGO . . . . ST. LOUIS . . . . KANSAS

# 4-H Club Work

**T**HE 4-H Club Work is a part of the general extension program for creating and maintaining interest among farm boys and girls in better agriculture and high living standards. The program is sponsored by agricultural colleges. In carrying out this work each state enjoys the cooperation of the United States Department of Agriculture.

Successful Farming was the pioneer in securing financial and educational support for 4-H Club Work. This support not only includes loans to farm boys and girls, but scholarships, short course trips to agricultural colleges, and a generous part of the editorial content of Successful Farming in promoting interest among boys and girls.

The boy and girl in the poster used by the National Committee of Boys and Girls Club Work, are Allen Keating and his sister Catherine. Both were beneficiaries of the Successful Farming loan fund.



## Successful Farming

OVER 10 MILLION CIRCULATION

Published by the *Des Moines, Iowa*

LOUISIANA . . . KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

must not blame the film; the responsibility is with the machinery that produces it. The highest class portable equipment soon will be available; sales managers can use it in taking their messages to sales conventions, and the consuming public can be reached in the same way."

Mr. Thomson illustrated his remarks by showing a talking film recently produced by the Studebaker Corporation. This is a highly dramatic presentation of the producing, testing and running of automobiles. Shop scenes that otherwise would be prosaic and tiresome are given real theatrical power. Thrilling scenes from Studebaker's testing grounds are shown, as is also one of the famous 30,000 mile races of stock models of Studebaker cars which are held to test them for speed, endurance and other qualities. A. R. Erskine, president of the corporation, makes an address; old employees of the company are introduced. The machinery making the cars can be heard as well as seen.

"No sales convention of tomorrow," Mr. Thomson predicted, "will be complete and thoroughly modern unless it utilizes the talking movie. These films can be taken to district and sectional meetings and the message presented with a force that could not be obtained even if the salesmen were to visit the factory."

### How to Use Test Copy to Fore- cast Results

Max Enelow, vice-president of the Gundlach Advertising Company, Chicago, spoke in place of E. T. Gundlach, president of that organization, who could not be present. Mr. Enelow discussed ways and means of testing copy, using mail-order advertising as his general theme. He advanced some ideas that seem to overturn some of the commonly accepted principles.

"For example," he said, "the first advertisement of any mail-

order presentation pays the best. The expert mail-order advertiser has only a vague idea about cumulative effect."

He took issue with an idea advanced by Mac Martin, president of the Mac Martin Advertising Agency, Minneapolis, in a recent PRINTERS' INK article (although he did not mention Mr. Martin by name) that large space is better *per se* than small space even though it cannot be used as frequently.

"Use the smallest space that will effectively present your proposition," Mr. Enelow advised. "This may be large or small as the case may be, and no set rule can govern it. When a mail-order advertiser uses large space he does so because he wants increased volume; and of course this is worth while even though he thus pays a higher price per inquiry.

"Copy pulls in proportion to the size of the advertisement. If you put a 420-line advertisement on a 700-line page that is otherwise made up out of editorial matter, how much effect do you get? It pulls only about 420 lines' worth and not 700 lines as some people think."

Lee H. Bristol asked Mr. Enelow this question:

"Suppose you have a product that is in daily use and for which the demand varies on a dromedary curve and the weight of the advertising is applied evenly. Should this advertising be applied unevenly so as to smooth out the curve?"

"Advertising is effective in proportion to the reading it gets," was the speaker's reply. "You should advertise when the consumer's response is greatest—or when the reading of the advertisement is greatest."

### Radio Advertising: How to Use It

One entire session of the convention was devoted to radio advertising—something that would have been unthinkable even two years ago. Lee H. Bristol, of the Bristol-Myers Company, who presided

# Get in on Graphic Growth

---

ON MARCH 31st the Evening Graphic reported to the Government a circulation of 351,389 — a gain of 55,744 over previous six months.

## Alert Advertisers

quick to sense this trend to the Graphic made possible a

**53 %**  
**GAIN**

in advertising lineage for April 1929 over April 1928.

---

**T**HIS GAIN of more than 100,000 lines places the Graphic first in percentage of gain and second in actual lineage gained, among all New York Newspapers, for April. That is what happens when alert advertisers get down to fundamentals and realize:

- ... that circulation is still the first and last yardstick of advertising value;
- ... that the evening newspaper to the family at home is still the essence of efficiency and the backbone of volume;
- ... that volume is still the cornerstone of profit;
- ... that the ultimate hope of every advertising dollar is growth and progress—and
- ... that the Graphic delivers more

of both than any other New York evening newspaper; month after month, it gains more in circulation than some of its contemporaries can gain in ten years;

- ... that the Graphic circulation of 351,389 is equal to the total growth of the number of families in the New York market for the last ten years;
- ... that without the Graphic the total evening newspaper circulation reaches less than the 1919 market in family population;
- ... that there's food for thought—and profits for the ALERT, in a newspaper which can attain second place in the evening field—in less than five years;
- ... that a rising market is the order of the day.

NEW YORK EVENING GRAPHIC

## GROW WITH THE GRAPHIC

# What do Week-day advertisers care about Sunday circulation

**I**F YOUR week-day reader takes two or more papers daily and continues only one of them on Sunday, does that concern you? Of what significance is a constant seven-day circulation if you don't use the seventh day?

It's extremely significant to any advertiser who wants to strike *home* in the Boston market.

Here are seven daily papers. Three of them carry the bulk of the advertising. All three have large daily circulations. On Sunday, in Metropolitan Boston, one of the three loses a *third* of its daily readers; another loses nearly *two-thirds*. The remaining paper—the *Globe*—holds its week-day audience practically intact on Sunday.

If Sunday circulation is largely *home* circulation, which of these three papers is the established home paper of Boston?

Boston merchants long since answered this question to their own satisfaction. Today they are using 48% more space in the *Globe*, seven days a week, than in any other Boston newspaper. They *have* to reach the home. Don't you?

## ***The Boston***

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**F**AMILY appeal was built into this newspaper from the beginning.

Thirty-five years ago the Globe published the first woman's page in American journalism. This has become a Household Department with tens of thousands of constant readers.

With its larger staff, the Globe gathers and prints more local and suburban news than any other Boston paper.

The Globe's sport pages are closely followed throughout New England and quoted throughout the country.

School news is most complete. Religious news covers all denominations.

Financial and general news is ample for Boston's substantial business men. And always the Globe is free from bias in politics.

**O**F course you can "reach" many Boston homes without the Globe. But to do a real selling job in the majority of homes in this trading area where average family wealth is \$9000, the Globe has become essential. Get all the facts. Mail the coupon for a free copy of our booklet, "Boston—4th Market."

Boston Globe,  
P. O. Box 189, Boston, Mass.  
Please send me free copy of your  
booklet, "Boston—4th Market."  
Name.....  
Street.....  
City.....State.....

# Globe

over that session, brought out the interesting fact that whereas radio, a short time ago, was something feared by the advertiser, there are now forty-five members of the association using it, investing in that medium alone in excess of \$8,000,000 annually. This investment, he emphasized, was purely supplementary and did not in any way displace other mediums.

The addresses at the radio session were given by O. H. Caldwell, editor of *Radio Retailing*, and by Roy S. Durstine, first vice-president and general manager of Batten, Barton, Durstine & Osborn. Mr. Durstine's talk appears in part elsewhere in this issue.

Mr. Caldwell, after giving some technical data as to the effect of wave length allocation upon radio advertising, undertook to tell the members how he should proceed if he were an advertiser and wanted to use this medium.

In the first place he would find out how much popular good-will a station has. While a member of the Federal Radio Commission he helped to take a mail vote on the popularity of stations, and he said it was almost uncanny to note the consistency with which certain stations stood out as the best liked no matter in what section the vote was taken. An advertiser, therefore, could take up a voting test in a restricted section and be sure that the results he obtained would be an accurate indication of the sentiment in the whole district he desired to reach.

"In the second place," he said, "I should investigate the station's power and the excellence of its technical equipment. Power is paramount; without good equipment the very best of programs can fall short in their effect.

"And then it is necessary that the radio advertising be tied up directly with the printed advertising. Radio is in no sense a substitute for space in publications; but it is a most effective help in making it more effective.

"Another thing I should insist upon would be that the announcer limit to only a few seconds his talk about my product. Nothing will kill a fine program so inevitably as

too long a presentation regarding the advertiser or what he has to sell. When there is too much direct advertising, the listener can find it very easy to tune in on some other station; and this is exactly what he will do in a hurry."

## Business Paper Editors Make 1929 Awards

The Associated Business Papers annual medal for outstanding editorial service in 1928-29 was awarded to *Textile World* at the meeting on June 3 of the National Conference of Business Paper Editors, held at Washington, D. C. The award was presented to *Textile World* for its contribution toward the expansion and success of the rayon industry.

Honorable mention under the classification for outstanding editorial service was given to *Electrical Merchandising*, *The Foundry* and *Motor World Wholesale*.

First award for best article, series of articles, or news report, was presented to Flint Garrison, editor of *The Dry-goodsman*, now *The National Dry Goods Reporter*, for a series of ten articles on "An Opportunity for a New Wholesale Service?" Second award went to N. A. Bowers, Pacific Coast editor of *Engineering News-Record*, for his news report on the St. Francis Dam catastrophe. Third award was presented to J. O. Dahl, service manager of the Ahrens Publications, for a series of two articles on "Selling Public Hospitality," which appeared in *Restaurant Management*.

## New Accounts for McCarty Agency

Scully Bros., Inc., manufacturer of aviation headwear; the Acme Electric Welder Company, welding equipment, and the Pro-Grips Manufacturing Corporation, manufacturer of a moulded golf club grip, all of Los Angeles, have placed their advertising accounts with The McCarty Company, Los Angeles advertising agency.

## G. G. Taylor with Doyle, Kitchen & McCormick

George G. Taylor has joined the staff of Doyle, Kitchen & McCormick, Inc., New York advertising agency, as director of research. For the last four years he has been research manager of the William Green Company and previously was production manager of the American Writing Paper Company, Holyoke, Mass.

## Dairy Products Account to J. Walter Thompson

The J. Walter Thompson Company has been appointed to direct the advertising account of Foremost Dairy Products, Inc., Jacksonville, Fla., of which J. C. Penney is chairman of the board and Dr. Burdette G. Lewis is president.



# CHARLES W. HOYT COMPANY, INC.

## SAYS IT WITH

### BEACON FALLS RUBBER SHOE

## RECOGNITION!

Seldom in publishing history has a magazine gained so quickly such widespread recognition from foremost agencies and national advertisers as has *The Open Road for Boys*.

Among our most valued accounts is the Beacon Falls Rubber Shoe Co., placed by Charles W. Hoyt Company, Inc., whose knowledge of the juvenile market is unsurpassed. Other important advertisers using *The Open Road for Boys* are Remington Arms, Winchester, Carter Pen, Smith Bros., Corona Typewriters, Goodrich Rubber, Hood Rubber, Shinola, Wrigley, etc., etc.

*The Open Road for Boys*, fastest growing of all boys' magazines, is an outstanding medium absolutely vital to any advertiser interested in the boy market.

**In Advertising There Is No Substitute for Good Results**

# THE OPEN *for* BOYS

## MAGAZINE

**L.S. GLEASON Advertising Mgr.**  
**130 Newbury St. Boston, Mass.**

"This Advertisement is number 8 of a series"



# Where 27 Million Magazine- Reading Families Live and Buy



**T**HIS book gives a valuable new service to advertising agencies and manufacturers. It answers the advertiser's often repeated question: "How can I make my salesmen Strength of Magazine Advertising," composition of trading areas. IT PRESENTS the manufacturer with a shows where the 27 million families live

**HIS** book gives a valuable new service to advertising agencies and manufacturers. It answers the advertiser's often repeated question: "How can I make my salesmen

Strength of Magazine Advertising," shows where the 27 million families live and buy who read the 15 magazines of biggest circulation and largest advertising volume. Specific facts about local circulation of national magazines are given instead of the usual generalities about the total national circulation.

IT SHOWS the individual and collective circulation of these 15 magazines in every city and in 640 trading areas. It shows the number of magazine readers in every city of 2500 population and over. It also shows those in the surrounding

composition of trading areas.

IT PRESENTS the manufacturer with a simple and effective way of showing his salesmen and dealers the number of magazine-reading families in any local territory.

IT GIVES the salesman a story set forth in his own language by which he can show the retailer how magazine advertising creates not only national patronage, but also customers for the dealer. Distribution of this book is being made entirely through the sales representatives of Cosmopolitan and Good Housekeeping.

# International Magazine Company, Inc.

## MARKETING DIVISION

57TH Street at 8TH Avenue

F. K. Anderson, *Director*

L. J. McCarthy, *Asst. Director*

New York, N. Y.

# TIME



TO REACH THE MOST INFLUENTIAL U.S. FAMILIES •• ECONOMICALLY, EFFECTIVELY.

## *We Boldly Predicted 500 Inquiries*

Three weeks later the advertiser wrote: "1200 inquiries already."

This was the experience of the Tillman Survey of Boston.

TIME says: "Key your copy— if your product or service is of a character to appeal to TIME's readers."

Put TIME to the test.

**PULLING-POWER  
VITALITY**

Write the Promotion Manager to tell you how accounts such as Babson, Brookmire, Davis Fish, Duke Power, Rolls Razor, have pulled in TIME.

... 205 East 42nd Street, New York City.

THE VITALITY OF TIME'S PAST AND PRESENT INSURES TIME'S

# FUTURE

# The Trade Commission Rescinds an Important Rule

Trade Practice Conferences May Now Become More Popular with Manufacturers as a Result of This Recent Action

ON May 29, the Federal Trade Commission made the following announcement:

"The Federal Trade Commission has reconsidered and rescinded the so-called 'Clandestine' trade practice conference rule adopted last October.

"The rule in question was as follows:

That the clandestine violation of any of said resolutions, those accepted by the Federal Trade Commission merely as expressions of the industry as well as those approved by said commission, shall be deemed unfair methods of competition.

"Chairman Edgar A. McCulloch dissented to the action of the Commission."

Back of this announcement there exists much more than appears on the surface. The rescinding of this rule is one of the most important steps the Commission has taken in some time. Its action is particularly important to those who have held Trade Practice Conferences or who contemplate doing so. And finally, it would seem that the decision to cancel the rule represents a distinct victory for W. E. Humphrey, of the Commission, who has consistently fought it.

In order to comprehend the significance of this latest action by the Commission it is necessary to have at least a speaking acquaintance with the "clandestine trade practice conference rule."

The rule was adopted October 1, 1928. It is concerned solely with Trade Practice Conferences. At these conferences—which are called either at the Commission's instigation or by request of the industry itself—the object of the meeting is to get the industry represented to list those practices which are admittedly unlawful and then to agree to avoid these illegal practices.

The conferences, however, also

have a secondary purpose. This is to get those in attendance to draw up a separate list of trade practices which, while not unlawful, or the legality of which has not yet been tested, are nevertheless declared to be uneconomic and destructive. When this second list is approved by the Commission, or accepted as expressions of the industry, members of the industry who agree to their adoption are expected to abide by them.

The first type of practice—that which is definitely illegal—is classed in what the Commission calls Group 1 of the Trade Practice Conference rules. The second type—that which may not be illegal but which is felt to be economically harmful—is called Group 2. It is the practices in Group 2 which were affected by the "clandestine violation" rule.

Why did the Commission decide to rescind the rule? That question is best answered by quotations from a talk delivered some time ago by Commissioner Humphrey. In referring to this rule, Commissioner Humphrey said:

"This resolution makes an act, not in itself unlawful, an unfair method of competition, and if such rule is violated, clandestinely, the Commission will attempt to enforce an order to cease and desist against the party so violating it. It makes unlawful what has heretofore been lawful.

"There has been quite a widespread feeling that the effect of this resolution will largely injure, if not completely destroy, the Trade Practice Conference system. It has alarmed business. Several lawyers have already advised their clients to keep out of conferences as long as the Commission maintains its present attitude.

"Under this resolution, the clandestine violation of a rule adopted by a conference and approved by the Commission becomes unlawful,

although the practices prohibited by it are now lawful.

"This action creates a new legislative body. It gives to acts of private citizens, when approved by the Commission, all the force and dignity of Congressional enactment.

"It makes the clandestine violation of a private contract an unfair method of competition. It makes what is a lawful practice in one industry, unlawful in another.

"It makes it lawful for those who stay out of the conference to do certain things that it is unlawful for those who join the conference to do. It places a premium on the 'bushwhackers' and pirates of business. It gives to those who will not approve the action of a conference an unfair advantage over those who do.

"The majority (of the Commission) places great emphasis on the word 'clandestine.' It is the 'clandestine' violation of the rule that they claim makes it unlawful. A violation openly is not unlawful. Secrecy is the essence of the inquiry. If the Commission issues an order against a violator, it will be not to cease and desist from violating the rule, but to cease and desist from clandestinely violating it."

In his dissenting opinion, E. A. McCulloch, chairman of the Commission, said: "The writer is of the opinion that the Commission's policy of preventing secret violations of trade conference rules is not invalid and that it should not be abandoned. Notwithstanding the difficulties which may arise in enforcing the policy, it is not without value to industries in which there is a desire to establish, through conference rules, sound business practices and to eliminate unwholesome ones. The policy is at least an adventure which can, if pursued, result in no harm to business interests, and on the contrary might be helpful."

However, the majority of the Commission is apparently of the opinion that a staid body of this sort ought not go adventuring—or, if not that, then the majority is convinced that the rule has harm-

ful possibilities. Consequently, it has been rescinded and the Trade Practice Conference plan, which has shown no signs of inertia while the rule was in force, may become doubly active now that it has been killed.

## A Complete Answer to a Wired Request

McJUNKIN ADVERTISING COMPANY  
CHICAGO, MAY 29, 1929.

Editor of PRINTERS' INK:

I want to thank you most appreciatively for the thorough manner in which you complied with our wired request for information on oil-burner expenditures and promotional appropriations.

You certainly covered the inquiry with a thoroughness seldom received from any publication, and I find that I can make up a report on it which will be thoroughly intelligible and which will answer the question as completely as such a question can be.

Again let me thank you for the effort you placed behind our request.

H. O. MORRIS,  
Manager, Research Department.

## Irving Rosenbaum with C. Ludwig Baumann

Irving Rosenbaum has joined C. Ludwig Baumann & Company, New York, operating a chain of retail furniture stores, of which he has been elected vice-president in charge of sales and advertising. For the last several years he has been vice-president of the Peck Advertising Agency, New York. Before entering the advertising agency business Mr. Rosenbaum was with the New York Times.

## Airplanes Account for Baltimore Agency

The Doyle Aero Corporation, Baltimore, manufacturer of two-place high-wing airplanes for sport and training school use, has appointed the Thomsen-Ellis Company, Baltimore advertising agency, to direct its advertising account. Aviation publications will be used.

## Appoints Loyd B. Chappell

The Educational Advertising Company, Inc., New York, has appointed Loyd B. Chappell, Los Angeles, as Pacific Coast representative of John Martin's Book, The Scholastic and Peabody School Book Covers.

## A. C. Heller Joins Pittsburgh Agency

Arch C. Heller, formerly with the F. Wallis Armstrong Company, Philadelphia, has joined Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising agency, as an account executive.

**"Talk is Cheap"**  
**~here's action**

**See! Handle!! Test!!!**  
**Century Matrices**

CENTURY ELECTROTYPE COMPANY, Chicago

Without obligation send us sample matrix. We will compare it with other mats and decide for ourselves as to its printing reproduction qualification.

Name.....

Address.....

City.....State.....



**CENTURY**

**Electrotype Company**

MATRICES • STEREOTYPES

ELECTROTYPES • LEAD MOLDS

NICKELTYPES

547 South Clark Street, Chicago, Illinois

# IT TAKES TWO WING TO

A birdman who attempted to fly with but one wing would never leave the ground. Should he lose a wing while in the air he would side-slip or spiral to a fatal crash.

Advertisers who have tried to win the Boston market with but one wing to their advertising craft have never made a start, while others who discarded one pinion while in full flight have cracked up.

For Boston is unique among great American markets. Fourth in size, with a population more densely concentrated per square mile than any other city except New York, Boston offers a market worthy of the mettle of any advertising pilot. As a market Boston is different, not difficult. Through Boston runs a line that cleaves the population into two distinct groups. This line has been drawn by heredity, tradition, environment and personal preference.

Boston's newspapers represent the viewpoints of one or the other of these two groups. No newspaper serves both. A comparison of the newspapers themselves will disclose to

# BOSTON HERALD





# TO FLY IN BOSTON!

which group each paper makes its appeal. The Herald-Traveler differs from its three contemporaries in almost every respect. It serves the group that advertisers have found to be the backbone of Boston's buying capacity. The other group is reached by the other three papers.

The Herald-Traveler leads all Boston newspapers in total advertising lineage. This is evidence that Herald-Traveler advertising pays dividends proportionally larger in sales than other newspapers, and therefore its unit of circulation is more valuable to advertisers than the unit of circulation of any other Boston daily paper.

There can be but one conclusion—the most responsive and most profitable of Boston's two markets is the one served by the Herald-Traveler. The balance of the market can be reached for the most part by any one of the other newspapers.

Advertising Representative  
**GEORGE A. McDEVITT CO.**  
 250 Park Avenue  
 New York, N. Y.  
 914 Peoples Gas Building  
 Chicago, Ill.

For seven years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily newspapers.

# LD-TRAVELER



# Batting average: 1.000



**N**O wonder the Bambino's so cheery this morning! He has just pasted the final merit star on his health poster—completing a perfect month's record for *hot cereal breakfasts*.

Everywhere the Cream of Wheat Company's *H. C. B. Club* has captured youngsters' interest. It has won the enthusiastic support of mothers, teachers, nutritional authorities.

Particularly successful has it been among *Child Life* families, 7,173 coupon returns in six months, from 200,000 circulation, tells you how the idea has caught on here!

The reason, of course, lies in the

unusual class of readers *Child Life* reaches—modern families with good incomes. Averaging 2.4 children!

You'll find many other outstanding products advertised here regularly. Wheatena, Quaker Oats for example. Horlick's Malted Milk, Ovaltine, Postum, too. Colgate's Ribbon Dental Cream, Brer Rabbit Molasses, Royal Baking Powder, Add-a-Pearl, Santa Fe, Northern Pacific.

Your agency can tell you why any product that families buy goes over so well in *Child Life*. Or write direct for all the facts—to 536 S. Clark Street, Chicago.

## CHILD LIFE

RAND McNALLY & COMPANY

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# Making Advertising Capital of the Crime Wave

Lock Manufacturer Uses Testimonials with Reverse English to Get Newspaper Headline Appeal

**W**HETHER or not there actually is a crime wave is a question of purely academic importance. The fact is that the public thinks there is a crime wave and what the public thinks is of vastly greater importance to the advertiser than vociferous discussion carried on by reformers and police commissioners.

Because of this public belief, the Segal Lock & Hardware Co., Inc., manufacturer of Segal Locks, has been using a crime wave appeal in its advertising to the consumer and a clever adaptation of this appeal in its announcements to dealers.

The company, in casting about for an effective copy angle, hit upon an idea which capitalizes the crime wave and, at the same time, uses the current vogue of the testimonial—but with an unusual reverse twist.

The first advertisement of the new campaign is headed with a picture of the toughest looking individual ever seen off the lots of Hollywood. (Incidentally, the man who posed for the picture is an extremely efficient traffic cop who was induced to "make up tough" for the purpose).

"Heartbroken" says prominent yegg, is the headline and beneath is the following copy:

"I'm hangin' up me jimmy. A crook's life ain't what it usta be. Last night I spots tree juicy 'jobs' and no cop in sight. I winks me way up to da doora. And smack! You coulda knocked me down wid a feather—every one had a Segalock. Ya couldn't crack one of dem babies wid a pickaxe.

Tough luck, did ya say? Tough LOCK, sez I."

Priceless protection, certain security, peace of mind are yours with Segal burglar-proof locks between you and dishonesty. A twist of the key or a turn of the knob joins door and jamb with an unbreakable grip . . . stronger than the door itself. They cannot be jimmied, forced or pried open. Yet for

## EXTRA SEGALOCK EXTRA DAILY DEFENDER

Published in the interests of SEGALOCK Dealers throughout the World

### BIG REWARD FOR DEALERS Who cash in on SEGALOCK Advertising!



#### ADVERTISING HOME DEFENSE TO MILLIONS

Segal Locks are the most reliable and secure locks ever made. They are made of solid steel and are guaranteed to last for ever.

Segal Locks are the most reliable and secure locks ever made. They are made of solid steel and are guaranteed to last for ever.

Segal Locks are the most reliable and secure locks ever made. They are made of solid steel and are guaranteed to last for ever.



#### YOUR ADVERTISING WILL WHACK MY LIFE! Says Notorious Crook!

"I'm hangin' up me jimmy. A crook's life ain't what it usta be. Last night I spots tree juicy 'jobs' and no cop in sight. I winks me way up to da doora. And smack! You coulda knocked me down wid a feather—every one had a Segalock. Ya couldn't crack one of dem babies wid a pickaxe.

Tough luck, did ya say? Tough LOCK, sez I."

Priceless protection, certain security, peace of mind are yours with Segal burglar-proof locks between you and dishonesty.

#### NATIONAL MAGAZINES ARE TELLING THE STORY FROM COAST TO COAST

Every English  
Dealer Will  
Share in the  
Increased Sales  
and Profits.

Segal Locks and  
Hardware, Inc.  
New York, N.Y.  
Manufacturers of  
Segal Burglar-Proof  
Locks and Hardware.

Segal Locks and  
Hardware, Inc.  
New York, N.Y.  
Manufacturers of  
Segal Burglar-Proof  
Locks and Hardware.

Segal Locks and  
Hardware, Inc.  
New York, N.Y.  
Manufacturers of  
Segal Burglar-Proof  
Locks and Hardware.

Segal Locks and  
Hardware, Inc.  
New York, N.Y.  
Manufacturers of  
Segal Burglar-Proof  
Locks and Hardware.

This Is the First Page of the Segal Dealer Broad-  
side Which Outlines the New Campaign

all their brute strength and protection, they are modern and attractive front door fixtures of solid bronze. Your home, garage, store, office or factory deserves Segal protection.

At the bottom of the advertisement is a picture of a Segal Lock showing its patented features.

The next advertisement shows our friend, the yegg, and has the headline, "While you're at the movies is he at your door?" Other advertisements in the series will

use his picture and in several of them he is again quoted directly.

As a variant, the company is using fear copy picturing women who hear someone at the door or a woman who has just found her apartment robbed. Still other advertisements show a burglar and his pal deciding there is no use trying to break into a house that is guarded by a Segal Lock.

The result is a campaign which is just as up to date as today's newspaper and which ties in admirably with the current belief in the crime wave. Note, however, that ingenuity of appeal is not allowed to carry the whole burden. Every advertisement has its quota of sound selling copy that capitalizes on the interest created by the ingenious headlines and illustrations.

In merchandising the campaign to its dealers the company decided to use the crime idea. Recently the dealers have been finding in their letters from the company a stuffer of the cheapest kind of stock on which, in illiterate handwriting, is the following message:

dere frend

As a poisnal faver too me will yu watch in yere mail. the Segal Lock company is usin my picter an ruinin my bisnez. Dere advertizin boigler pruf locks all over the countree. Do me a faver and stop sellin dem.

Yours truly

A. YEGG.

A few days later the dealers receive a broadside, newspaper size, with two flaring "Extras" on either side of the title, "Segalock Daily Defender." Under "Weather Forecast" is this: "Hotter and hotter for crooks." In scarehead type, printed in red, is the heading, "Big Reward for Dealers Who Cash in on Segalock Advertising." The main story of the broadside is carried down into triple deck headlines and on the first page of this imitation newspaper are two pictures, one of them of the famous yegg. "Your Advertising Will Wreck My Life" says Notorious Crook!" is the heading beneath the picture and beneath that is a sob sister interview with the crook in which he complains that Segal Locks are ruining his business.

The whole front page is sensational and that is what the company wanted.

Inside is a spread showing the national campaign and on the back page samples of mats and electros.

In addition to this broadside, the company has prepared a booklet which is sent to consumers who answer the national advertisements. This is called, "Confessions of a Crook," and takes up several pages with an apparently inside story told by a burglar who reveals how he works. Other pages give a history of locks, describe the company's product and picture Segal Locks for household use. There has been an excellent demand for this booklet.

### Changes in Curtis Publishing Company

Roy W. Wright, formerly with the advertising department of the American Radiator Company, New York, and previously with the Meredith Publications, Des Moines, has joined the Curtis Publishing Company, Philadelphia. He will do promotion work on the *Ladies' Home Journal*.

R. T. Tate, formerly with the Curtis Publishing Company at Philadelphia, is now with the New York office representing the *Ladies' Home Journal*.

### Appoint Green & Van Sant Agency

L. S. Carter & Company, Inc., investment bankers, A. Schreter & Sons Company, Inc., men's neckwear, and the Gowan Chemical Company, all of Baltimore, have appointed The Green & Van Sant Company, advertising agency of that city, to direct their advertising accounts.

### Aircraft Account to Cleveland Agency

The Great Lakes Aircraft Corporation, Cleveland, airplane manufacturer, has appointed The Sweeney & James Company, advertising agency of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

### Transfers G. R. Hunter

G. Richard Hunter, director of publicity of Allied Motor Industries, Inc., Chicago, has been transferred to Cleveland as advertising manager of the Great Lakes Aircraft Corporation, an Allied Motor subsidiary. The central publicity bureau for the Allied division has been discontinued.

# "That's my story and I'll stick to it"



**T**HIS is our story, and we'll stick to it, because it's true—just 4,338 of these "tie-in" advertisements were published in The Christian Science Monitor during January, February, and March, 1929, all of them telling Monitor readers of dealer outlets for products nationally advertised in the Monitor during the same period.

One of the reasons why 72 new national advertisers began to use the Monitor in the same three months.

## The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME  
Published by The Christian Science Publishing Society, Boston, Mass.

### BRANCH ADVERTISING OFFICES

NEW YORK—DETROIT—CHICAGO—ST. LOUIS—KANSAS CITY—SAN FRANCISCO  
LOS ANGELES—SEATTLE—LONDON—PARIS—BERLIN—FLORENCE

More than 2,000,000 Net Paid Circulation W

# Soames and the

**W**HY horrible weapons of destruction? Why rivers of blood and tears? Why ghastly death? Why War? A gleam of color catches Soames' eye... and with it comes a gleam of discovery: "Flags! They couldn't do without them! The Flag! Terrible thing—sublime and terrible—the Flag!"

**LIBERTY** makes a departure in publishing this new episode of the Forsyte Family. It is almost twice the length of any short story hitherto presented in this magazine. But John Galsworthy is the author! That's sufficient cause for waiving policy.

This contribution by the eminent creator of the **FORSYTE SAGA**, chronicle of a book-born family whose paper bones seem destined to occupy a permanent niche in the literary gallery, is complete in the June 15th issue of **LIBERTY**.

The name of John Galsworthy is



added to an already impressive galaxy of new literary lights who recently have been featured in **LIBERTY**: Rex Beach, Robert Hichens, John Erskine, I. A. R. Wylie, M. R. Werner, Michael Arlen, Jim Tully, Don Marquis, Royal Brown, Louis Joseph Vance, Emil Ludwig, Count Hermann Keyserling, Faith Baldwin, and others.

Whole family appeal..No Buried Ads..80% in major markets

culon Within Five Years

the Flag



Col. Theodore Roosevelt

ohn Galsworthy

Additional features in  
the same issue...

Col. Theodore Roosevelt presents another biographical portrait of the famed Roosevelts, appearing under the title, "All in the Family". In this issue he writes of their holidays, family reunions, and sanctified customs.



Achmed Abdullah

Achmed Abdullah, familiar LIBERTY contributor, spins a yarn about two Yankees in China who rise and fall and rise again. The whole phenomenon is based on the simple fact that Spike Berg and Kitty O'Day were Americans... "Yes sir! Americans!"

Governor John H. Trumbull is the subject of an interview with Richard Carroll, aviation editor. Men of 53 who take up flying are few... but governors who do that are rarities. Governor Trumbull was both when his restive nature prompted him to adopt flying as a hobby.

The lowest  
page cost per  
thousand in  
its compet-  
itive field.

LIBERTY

A Weekly for Everybody

markets .. 99% newsdealer.

TWO MILLION  
people are buying  
LIBERTY C.O.D. from  
the newsdealer every  
week . . . simply be-  
cause they prefer its  
editorial presentations.

# ...WHAT IT MEANS TO MARRY A CATHOLIC

THE FORUM has grown by the sheer force of its editorial power to command the serious attention of its readers every month.

The article, "What It Means to Marry a Catholic," in the June FORUM is authentic and based on experience—but because the FORUM is unbiased, it is likely to publish an answer to this challenge, if a satisfactory answer can be found.

Readers feel a natural kinship to the FORUM—they agree or disagree—their letters are often printed.

All this means that to advertisers the FORUM has a meaning different from that of any other magazine. Only the thinking class can read the FORUM—it is too modern, too dynamic, for casual readers. But this means that in its area, it is all the more powerful to advertisers.

A large page-size, and two colors in less than page units—are further advantages the FORUM offers advertisers.

# FORUM

Edited by HENRY GODDARD LEACH

441 LEXINGTON AVENUE, NEW YORK CITY



# The Economics of "Modern" Art

Basic Human Instincts Are Not Changing But Our Methods of Expressing Them Are

By Alfred E. Fountain, Jr.

Of Lydden, Hanford & Kimball, Inc.

AS near as I can gather, it has been the history of all of the arts that when a new style or method was devised and adopted for use into contemporary life, it was in answer to some human need or desire. I am not, of course, speaking of strictly modern times when art is employed by business to create a desire, but of the earlier stages of human existence that have given birth to what we term "period" art. The truth of this statement becomes evident when we look back into the history of architecture, the first of the arts after the crude cave pictures.

Step by step, we find architecture recording the advances, the retrogressions and the changes in human existence. The battered walls of Egyptian architecture developed from the necessities of early mud construction. The motifs in the Greek marble buildings carried over from the requirements of earlier wood construction. The sophistication of Roman architecture was lost in the turmoil of the barbarian invasions during the Dark Ages, and gave birth to Romanesque. This, in turn, with the spread of better craftsmanship and understanding of available material, developed into that gorgeous period we term Gothic.

So, period by period, we find the life of people influencing its architecture, and consequently its art and decoration. Architecture has always been the medium through which life has best expressed itself. It has also been the medium, when developed to its greatest beauty, that has had the greatest influence

upon man's appreciation of art.

What is true of the evolution of architecture is, with certain exceptions, equally true of music, poetry and the lesser arts. Artists have created their works, expressive of the times in which they lived and according to the available facilities.

And as each new style or method was evolved, it brought with it the groping, experimental stages in which much worthless stuff was produced before a technique could be developed that would produce beauty of common acceptance. The good and beautiful have stayed with us, preserved and cherished, while much of the ugly

*THERE is a "modern" art which is new and truly lasting, asserts Mr. Fountain. It is an art which has its basis in the new architecture which our present-day life has demanded. This, in turn, is based on the economics of modern life. And as it grows and develops, Mr. Fountain declares, it will be beautiful because it will be an interpretation of our life, which is a beautiful life.*

has been lost, although there is still enough of the hideous of each period left to remind us of the groping efforts toward perfection.

Quite naturally, with human life evolving and changing slowly, new art was prone to lean heavily on old art, trying to keep what was good of the old, and add new and modern to it while adapting it to the needs of the new times. So we have always had new art with us and always will.

Right now we are either entering or are well into the greatest period of change in recorded history. This is the mechanical age with every outlook on life so suddenly different that seemingly the past is the past—to be remembered only, and with no possible connection with today's existence.

So much of this new life has already been lived, so much written of it, that every reader knows what I mean. We are being forced into

new methods of thinking and acting whether we like it or not. We are right now, or are about to be, more "modern" than any other age that has gone before. The man who does not see this interpreted in his home and business life is indeed in a bad way. I do not mean that the basic human instincts are changing but our methods of expressing them are. In religion, art and finance, a wholly new and different method of expression is being forced upon us by the conditions of our time.

As has always been the case, our artists, painters, sculptors, musicians, architects, and advertising agents, are striving to interpret this new method of life. The best of them admit that they are groping, fumbling, striving to produce in their chosen medium the interpretation that will be commonly understood. The rest, driven by the exigencies of commerce, are producing the bizarre, the racuous, the incomprehensible, that has disgusted most of us with the so-called "modern art." But our true artists, working in the realm of pure art, unhampered by commercialism, will eventually give us a truly beautiful interpretation of our time, just as they have in every other period of change in human life.

#### *Art Will Always Flux and Flow*

Will modern art last? I think not, in the exact meaning of this question. Nothing as changeable and flexible as art can remain stationary. It will always flux and flow to meet and interpret life. And, as our clearest minds admit, as yet we have but little "modern art" worthy of the title.

But modern art will last in the sense that from now on, as it develops and changes, it will be more and more truly modern and have no bearing or reference to the other periods of art that have gone before.

We are through with the old—forced away from it by the economic conditions of our life. In the generations to come, classic art will have no greater than an academic significance to stimulate an appreciation of the beautiful. It is true that there will always be

those among us, myself included, who will have a great reverence for various periods of art, but that will be because age lives in retrospect and fears the new and unknown. But newer generations, looking ahead, will see nothing but the necessities of their life, and will develop their art to meet those necessities.

It is recorded that modern art had its inception fifty years or so ago when certain rebellious spirits, tired of the old order of things (or were they just too lazy to master its technique?) decided to throw precedent to the winds and create something new. Apparently their ideals outran their abilities, for the idea was taken up by various fanatical groups who led us through the stages of impressionism—post-impressionism, cubism and the like, down to the fanatics of today who insist that angles, illegible type and figures that look as though they were cut out of cardboard constitute modern art.

It is my belief that modern art had its true inception when the exigencies of our present life demanded a new type of building, both for residences and for business. This change of type is not being brought about by the tenants but by the limitations imposed by the necessities for economical building materials and by local building laws. It is my belief, and it seems to coincide with many practical minds, that buildings of the future must be simpler in construction than they are today—not simpler in that they will be less comfortable or less efficient mechanically, but in the sense that they will be more shop-made and less field constructed. Labor of all kinds, and especially skilled erection labor, must be minimized, and machine operations substituted. Unless this can be accomplished, building costs, well on their way now, will become prohibitive. This is especially true in our tremendous commercial buildings and apartments built to yield a profit.

So apparent has this need for simplification become within the last few years that much has already been done to meet it. Manufacturers of building and decora-

## IN SPRINGTIME Income Is Greater Expenses Are Lower

**M**AY and June are the peak production months on the dairy farm. Dairymen's League members then receive the largest checks of the year, yet their fixed expenses are lower. Feed bills are lower and the farm furnishes an abundance of grass.

Early summer is the psychological time to approach the dairy farm families of the "New York City Milk Shed." You will find them alert and progressive, interested in everything that makes for better home life as well as in farm equipment.

For quick results, we suggest a campaign conducted along two lines, by direct mail and through the columns of the Dairymen's League News. We shall be happy to discuss the details of such a campaign with you.

*Sample Copy and Rate Card  
mailed on request*

THIS  
MAP  
SHOWS  
"THE  
NEW YORK  
CITY  
MILK SHED"

# DAIRYMEN'S *League* NEWS

11 West 42nd Street, New York.  
W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

10 S. LaSalle Street, Chicago.  
John D. Ross, Phone State

3652

tive products are busy putting their production house in order, re-designing stock materials of greater beauty and with more careful reference to the materials that go with them. Architects and decorators, better educated to the limitations of economical factory production, are either designing more in harmony with the possibilities of economical production or are using more available stock material. Elaborate and intricate designs, based on classic precedent, are being shorn of foliage, mouldings and carvings, and translated into simpler outlines. Color and light, easy to produce, and low in cost, are being used for decoration. Economic necessity, insistent in its demands, is forcing design skill to undo itself toward beautiful simplification and the use of materials of low cost that are easy to erect.

This, I believe, is the basis of a new and a truly lasting modern art. It is based on the economics of modern life. As it grows and develops, it will be beautiful because it will be an interpretation of our life, which is a beautiful life, and because we have a highly enough developed art sense in the world of today to insist on beauty.

I believe that whatever has already been done in the other arts along the line of the modern has been based on various personal interpretations of that sense of newness and change that pervades our lives. Much that has been done in the modern has been commendable; much has been atrocious. But whether good or bad, opinions as to its worth are purely personal and based on personal likes or dislikes. All we can be sure of is that in our new music and pictures, sculpture and other arts there is a something that interests us as it never would have interested our grandfathers. But whether we realize it or not, such interest as we have in modern architecture has a deeper incentive than a purely personal predilection. That interest comes from the pocket nerve and because of that, it will be an ever increasing interest for a long, long time. Modern art in architecture is here to stay, and surround-

ing our every-day life, as it must, will grow into our lives and the lives of our children until it finds its true expression in all of the other arts.

### E. D. Eddy Now with Marshall, Eddy & Company

E. D. Eddy, formerly with Eddy & Clark, Inc., Akron, Ohio, advertising agency, now known as Clark, McDaniel, Fisher & Spelman, has organized Marshall, Eddy & Company, San Francisco, with Harry E. Marshall. The new firm will act as manufacturer's representatives to the automotive replacement parts, electrical, hardware and similar fields.

### H. A. Lyon to Join Bankers Trust Company

Harold A. Lyon, for the last eleven years with The First National Bank, Boston, for which, as assistant cashier, he directed advertising and promotion activities, has been appointed advertising manager of the Bankers Trust Company, New York. He will begin his new duties about June 15.

### Citrus Soap Account with H. K. McCann

The advertising account of the Citrus Soap Company, San Diego, Calif., manufacturer of Citrus Washing Powder and Citrus Granulated Soap, is now being handled by the Los Angeles office of The H. K. McCann Company.

### Poster Companies Merged

John E. Morrison, Grays Lake, Ill., has purchased the outdoor advertising holdings of Louis A. Oyen, La Crosse, Wis., and of O. F. Burlingame, Winona, Minn. The La Crosse Posting Service and the Winona Poster Advertising Company will be merged with headquarters at La Crosse under the management of John G. Hahn.

### King Arthur Flour Account to W. I. Tracy Agency

The Sands, Taylor & Wood Company, Somerville, Mass., manufacturer of King Arthur flour, has appointed W. I. Tracy, Inc., New York advertising agency, to direct its advertising account.

### R. M. Gleason with Ronalds Agency

R. M. Gleason has been appointed service manager of the Ronalds Advertising Agency, Ltd., Montreal. He formerly was with A. McKim, Ltd., also of that city.

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## *The Local Merchant*

# KNOWS!

Find how the local merchant places his advertising in any community in order to learn the relative values of newspapers as advertising mediums. He KNOWS where he gets results.

In Omaha, for example, local merchants placed over 64% of their display copy in the World-Herald so far this year.

During the first four months of this year they *increased* their lineage in the World-Herald over 9%, compared to the first four months of 1928.

On the other hand, they placed *nearly 14% less* copy in the second paper than they did in the first four months of a year ago.

**THE LOCAL MERCHANT KNOWS!**

## The OMAHA WORLD-HERALD

April Net Paid: 132,666, Daily; 134,347, Sunday

National Representatives

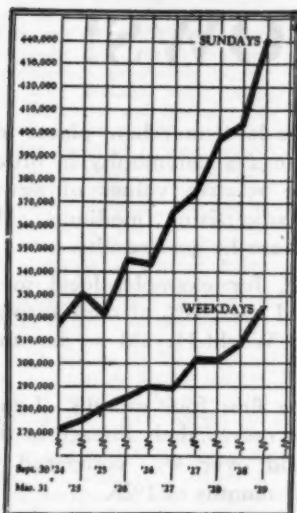
O'MARA & ORMSBEE, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

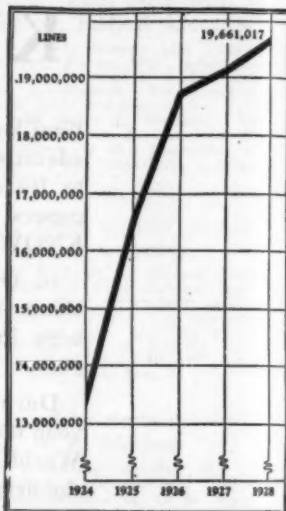
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# A Great Newspaper in

Circulation GROWTH



Advertising GROWTH



**T**he New York metropolitan area comprises a vast market,—one of the world's greatest,—a market of a magnitude worth intensive study.

And within this great market is a newspaper, the New York Herald Tribune, of rapidly growing power and influence,—so rapid in growth and yet so steady and consistent that it is often not fully appreciated.

The accompanying graphs of Circulation Growth and of Advertising Growth are presented to help visualize the growing power of this great newspaper. Since 1924, weekday circulation has increased 21%; Sunday circulation, 39%; and advertising lineage 48%.

Advertisers generally are giving increased recognition to the New York Herald Tribune in 1929.

In each of the following classifications the New York Herald Tribune has published more advertising during the first four months of 1929 than in the corresponding period of last year.

SAN  
Verr  
681  
Woo  
Fine

# er in a Great Market

TH

17

1928

Classification	Lines of Advertising first 4 months 1929	Lines gain over corresponding period of 1928
Total . . . . .	7,128,053	551,262
National . . . . .	2,269,792	376,520
Classified . . . . .	681,290	† 58,343
Gravure . . . . .	207,294	13,671
Amusements . . . . .	298,617	24,011
Automobiles . . . . .	527,271	70,091
*Building Materials . . . . .	100,351	† 42,263
Clothing . . . . .	641,158	† 54,905
Drug Store Products . . . . .	203,372	81,262
Financial . . . . .	959,452	254,924
*Grocery Products . . . . .	122,498	8,676
Household . . . . .	73,240	31,678
Jewelers . . . . .	16,720	2,966
Local Hotels . . . . .	33,096	10,293
Miscellaneous . . . . .	551,472	84,666
Publishers . . . . .	368,508	60,671
Tobacco . . . . .	168,041	33,615
Transportation . . . . .	311,683	17,375

\* Leads all New York morning and Sunday newspapers.

† Largest gain among all New York morning and Sunday newspapers.

By publishing a newspaper of superior excellence the New York Herald Tribune has won a reader audience of above-average intelligence, tastes and buying power.

And in addition to this, by a careful censorship of all advertising offered for publication has won an unusual reader confidence in its advertising columns.

Which, in turn has resulted in unusual reader responsiveness to its advertising,—responsiveness which has enabled the New York Herald Tribune to climb from 18th to 3rd place among all newspapers of the United States in volume of national advertising, and from 13th to 4th place among all morning and Sunday newspapers of the United States,—all since 1924.

Successful newspapers help to make successful advertisers. Let this great and growing newspaper work for you. Advertise in its columns.

## NEW YORK Herald Tribune

SAN FRANCISCO  
Verree & Conklin  
681 Market Street

DETROIT  
Woodward & Kelly  
Fine Arts Building

NEW YORK  
225 West 40th Street

CHICAGO  
Woodward & Kelly  
360 N. Michigan Avenue

BOSTON  
Carroll Judson Swan  
931 Park Square Bldg.

PHILADELPHIA  
Kelly-Smith Company  
Atlantic Building



**JUNE JULY AUG. SEPT.**

**This Summer Keep In Touch With the Home-Folks Away From Home**

**One of the 28 Hearst Newspapers Read by More Than 20,000,000 People!**

Member of International News Service and Universal Service.  
Member of Associated Press.  
Member of Audit Bureau of Circulations.

Seattle, the Hub of the great Northwest, in the summer months is the host of thousands of people who come from all over the United States and Canada to enjoy the delightful climate and arresting scenic splendors of "The Charmed Land!" The Seattle Post-Intelligencer will be their first choice of a newspaper for the very reasons that make it the first choice of the majority of year-round residents of "The Charmed Land!" Advertising placed in the columns of the Seattle Post-Intelligencer will not only keep the thousands of visitors sold on the products they bought at home, but will introduce to them new products which they will demand on their return.

**The Post-Intelligencer can do this important advertising job thoroughly, forcefully, economically.**

## SEATTLE POST-INTELLIGENCER

WASHINGTON'S GREATEST NEWSPAPER

Circulation—99,951 Daily; 164,229 Sunday

W. W. CHEW  
285 Madison Avenue  
New York City

A. R. BARTLETT  
3-129 Gen'l Motors Bldg.  
Detroit

J. D. GALBRAITH  
612 Hearst Building  
Chicago

T. C. HOFFMEYER  
625 Hearst Building  
San Francisco

W

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# Why Advertising Agencies Should Tackle Radio Broadcasting

The First Reason Is That Broadcasting Ought to Fit into Its Proper Place in the Advertiser's Complete Campaign

By Roy S. Durstine

Vice-President and General Manager, Batten, Barton, Durstine & Osborn, Inc.

THERE is a well-known orchestra leader of classic education who is conducting a number of radio programs. The other day in one of the studios he rapped on his music rack to stop the rehearsal in the midst of a difficult selection, pointed his baton at a second violinist and exclaimed:

"Don't compose!"

That's pretty good advice for anyone seeking to make an appraisal of radio broadcasting as an advertising medium—sticking to known facts without being influenced by the extravagant claims that have been made in radio's favor nor by the pessimistic comments of those who have tried it and have subsequently abandoned it. This talk is going to do its best to be a plain appraisal without composing.

It seems curious today to realize that within half a dozen years there has been developed an entirely new advertising medium; and that, perhaps, is the best place to start. Radio is here. It is a new medium. Whether we like broadcasting or not, that single fact remains—a new advertising medium has come into existence. It's been a long time since an event like that has happened in this country. And since it is here and gives every evidence of being here to stay it certainly is the job of those who are interested in the advertising busi-

ness to watch it, study it, analyze it, try it perhaps, and do our utmost to find out what its value may be.

What sort of medium is it?

It is true that in certain instances in the past enthusiasts have advocated the use of radio to the exclusion of everything else. Evidence is advanced to prove that radio acting alone and unsupported has obtained distribution for a product and has actually sold it out of the stores. Cases are cited with sales figures. But not by seasoned salesmen of time on the air. They realize that these outbursts can at best create only a superficial demand. So did the old-time medicine shows. But when they move on, the solid foundation of printed advertising is not there and the demand collapses.

It seems obvious that a more careful view of values will show that radio should be regarded as a secondary medium capable of accomplishing a job of its own but not to be considered as taking the place of such primary media as newspapers and magazines. All publishers, the newspapers particularly, will cease feeling jumpy about radio and without fear will give it the attention it deserves, as news, when advertisers make clear that they regard it as a special medium, not a primary medium.

With broadcasting here, as a medium properly considered, not as a miracle worker but as a factor



Roy S. Durstine

Portion of a talk delivered on May 28 at French Lick Springs before the Association of National Advertisers.

fitting into a complete advertising program, the question of what the advertiser shall put on the air becomes the next point to consider.

There are three sources from which an advertiser may obtain the ideas and material for his broadcasting: from the broadcasting companies, from free lances or concert bureaus and from the advertising agency.

It was natural that in the early days of broadcasting in order to sell time on the air intelligently, the broadcasting stations had to develop a creative service to show their clients how to use radio. It is natural, too, that this creative service still exists. It will undoubtedly continue indefinitely because it is probable that there will always be advertisers whose agencies will not find it practical or convenient for some reason to organize. It may be interesting to consider the reasons that have led one advertising agency to approach this medium with the idea that it should master the technique of radio broadcasting in order to give its clients a fully rounded service.

The first is that broadcasting ought to fit into its proper place in the advertiser's whole campaign. If possible it is an advantage to have the advertiser's selling theme carry a reflection in his broadcasting. The same people who prepare the copy going into the magazines and newspapers can most logically prepare the scripts which will carry the same message. They can even go further by suggesting a type of program which will be in keeping with the nature of the client's business and the policies which he wishes to emphasize or to omit. The agency, with its close constant contact with the advertiser, once it has become acquainted with the technique of radio broadcasting, can get the most effective results without waste of time to the advertiser.

More than this, however, it seems logical that one group expending its creative effort on a relatively small number of programs can put into them the greatest possible amount of ingenuity and enthusiasm, to say nothing of its intimate

knowledge of the client's business. That is the chief reason for the obligation which many of us feel exists for the advertising agency to do its utmost to perfect itself in the technique of radio broadcasting. And a corollary to that is the belief that no matter how much emphasis an agency places on broadcasting it cannot wisely handle the radio advertising for any advertisers other than its clients. A well-developed radio bureau is a service for clients—not a selling point.

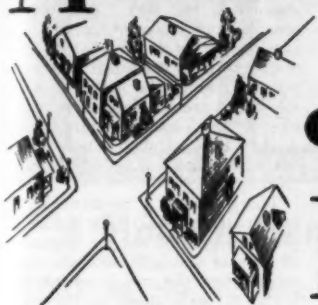
But there are more reasons. One of them is that an essential part of a really successful broadcasting program is the high-spot of public interest which will not only create news for the radio editors—genuine news which they want, not mere publicity puffs—but will also cause people to tell their friends about a certain broadcasting period and make them want to be at home listening when a certain program goes on the air.

The point for the advertiser to keep in mind here is that the agency has comparatively few programs on which to concentrate. With its vital interest in the success of its client's business, with its knowledge of the kind of impression most valuable to him, the agency has a tremendous incentive to originate a genuine high-spot and to carry through the countless details between the conception of such an idea and actually getting it on the air.

Still another reason is found in the purchasing of talent. A certain Western advertiser made arrangements by telegraph for the appearance of a popular feature on his radio program. He made the arrangement through one of the least reliable booking bureaus. He agreed to pay \$3,000 for this feature. The feature received \$1,250. The unreliable middleman pocketed the rest. This experience was not unique.

The nearest parallel is found in the old days when advertisers were bidding against each other for locations for 24-sheet posters. You will recall that the owner of a certain desirable location found that

# Market



or

# Media



**I**F it is facts regarding the desirability of a market or the possibility of sales for a product you will find helpful information in a Knight report of that market. For Knight reports are so arranged to make most accessible information regarding a market and second the various advertising media.



*Knight Market Reports  
are built on:*

**PERSONAL  
INTERVIEWING**

Permanently employed  
Field Investigators  
trained in securing ac-  
curate information

**MACHINE  
TABULATION**  
BONDED AUDITORS  
CORRECT ANALYSIS  
COMPLETE UNBIASED  
FACTS

All facts are shown and by a check of these facts not only the desirability of the market may be obtained but also the advertising media or medium best suited for cultivation of the entire market or the portion desired.

Would you be interested in obtaining further details as to the usefulness of our reports?

**EMERSON B. KNIGHT, Inc**  
225 N. New Jersey St.  
INDIANAPOLIS INDIANA

*Truthful ~ Unbiased Market Research*

by playing one advertiser off against the other he could carry the price sky-high. The same thing is going on in radio talent and will continue so long as advertisers regard the use of radio as a kind of amusing joy-ride instead of a plain business proposition like the use of any other medium. It is here that the agency with experience in buying talent earns many times its commission in savings that it accomplishes through intelligent, well-informed buying. It is one of the greatest reasons for the advertiser to encourage his agency to become equipped to act for him with as much information and judgment as is applied to any other phase of the agency's purchasing for its clients.

The specialist brought in from the outside may be a thorough expert in radio showmanship. Almost any of them will confess to that. So will everybody else, for that matter. Everybody is a born showman when it comes to radio programs. People on the inside of the agency may be able to supply the needed amount of advertising agency experience. But somebody must act in the capacity of co-ordinating these two specialized streams of experience and an executive can scarcely do this without at first hand learning the essentials of radio technique, just as he has learned at first hand the essentials of advertising agency practice. To make a success of its radio activities the agency must be encouraged to have one or more of its most responsible executives prepared to make the sacrifices of time and effort required to put the agency in a position to assemble a group of people for radio work.

If there is an executive who knows what is to be done and who has the authority to work it out, he can assemble the specialized knowledge of music, of dramatic writing, of script writing, rehearsing and studio directing, of station rates and coverage, and checking the results of programs with both dealer and consumers. He must apply agency methods in appraising circulation. He must know that there is a vast difference between theoretical coverage shown in a

map and actual radio listeners whose numbers are determined by the popularity of the station and by the expanding and contracting range of the station at different seasons of the year. And all the time he can concern himself with passing on to the rest of the executives of his organization the experience which he and his radio specialists are acquiring. It sounds like a long and difficult process. And so it is. But it is never arduous and usually it is vastly entertaining.

There comes a moment in the broadcasting studio just before the program goes on the air, a moment of tension and split seconds, a moment when the magic of radio is borne in upon those in the studio by the realization that in another instant everything that is said in that room will be carried to countless homes over invisible air-lanes at the rate of over 1,000 feet per second. That moment is the reward for all the work that has gone before.

There are moments that are entertaining all through an experience in broadcasting just as there are moments of breathless excitement. There is a world of entertainment in watching the casual, competent, expert young engineers who can make or break a program by their work at the control boards. After an advertiser and his agency have worked for weeks to prepare a program, after they have debated the pros and cons of every dollar's expenditure, after they have finally decided to launch through the ether a magnificent array of talent, some of them expect an exciting ceremony of some sort to attend the actual carrying of the news into the broadcasting studio that this miraculous engineering feat has been accomplished and that the air is now ready to receive the program. What actually happens is that a calm young expert sitting at the control board with a telephone over his ears and the speaking tubes resting on his chest murmurs casually at the appointed time, "What d'you say?" and back from the control room comes the word, "You have it!" Or perhaps only

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## A Modern Mental Background

**J**UST as the airplane, the radio, the automobile, the long-distance telephone have introduced a new element of speed into our lives, so has there been developed a new mental alertness on the part of thousands of men and women. Among them it is the vogue to keep alive to what is new and stimulating in science, philosophy, religious thought, and literature, as well as in commerce and industry. There is a necessity that those who pride themselves on leadership keep in proper mental focus with the rapidly changing background of the age.

Not alone is it a privilege and a

pleasure, it is necessary that this group of moderns read at least one of the magazines of The Quality Three. For it is they who during their productive hours are effecting the change. They are not only seers but doers. It is not strange that in their leisure hours they sit in review of the major significance of their accomplishments.

In this day of mounting advertising costs the magazines of The Quality Three continue to offer to advertisers the physical facilities for reaching 350,000 of America's best homes at a cost of \$3.36 per page per thousand.

## The QUALITY THREE

597 Fifth Avenue  
New York

*\$3.36 per page per 1000 will stand rigid comparison with any other class magazine or group of magazines*  
**DEDICATED TO CREATING A MODERN MENTAL BACKGROUND**

30 No. Michigan Ave., Chicago    8 Arlington St., Boston    517 W. 7th St., Los Angeles    Russ Bldg., San Francisco

# NEWSPAPER

## PHILADELPHIA GETS A BOONE OFFICE

New York—Chicago—Detroit—Boston—Rochester . . . and now Philadelphia. More Boone offices, more Boone men, more chances to give advertising agents and manufacturers the benefit of the working, everyday, sales information which is the Boone Man's stock in trade.

Rates, circulation, lineage — sure he knows them, but better than that, he knows sales and understands the business of interpreting rates, etc., into your sales situation.

With sixteen vital newspapers in ten of the most important markets to talk about, that means he must know a lot. He does and it is all for you to use,

# BASED ON

CHIC  
Hearst

BOSTO  
Winthrop

New  
Bos  
Alb  
Roc  
Syr

Bos  
Alb  
Roc

# SERVICE

be you advertiser or agent. And you can use it because it's dependable. The highly trained organization that stands behind every Boone Man sees to that.



## CALL IN THE BOONE MAN

### RODNEY E. BOONE

*General Manager, National Advertising*

**CHICAGO**  
Hearst Bldg.

9 East 40th Street  
**NEW YORK CITY**

**DETROIT**  
General Motors Bldg.

**BOSTON**  
Winthrop Square

**PHILADELPHIA**  
Fidelity Philadelphia Trust Bldg.

**ROCHESTER, N. Y.**  
Temple Bldg.

New York Journal  
Boston American  
Albany Times-Union  
Rochester Journal  
Syracuse Journal

*Evening*

Chicago American  
Detroit Times  
Baltimore News  
Wisconsin News  
Washington Times

Boston Advertiser  
Albany Times-Union  
Rochester American

*Sunday*

Detroit Times  
Baltimore American  
Syracuse American

# ADVERTISING

ONE of the most fertile, agricultural sections in the world in which have sprung up large locally owned industries whose products are known throughout the world, is

## York County Pennsylvania.

Money made there stays there at least until it is spent by those who make it there.

## THE YORK, P. A. GAZETTE AND DAILY

is the standby of the people of this rich prosperous community and covers the whole of it completely and intensively.

We urge you to investigate

### HOWLAND & HOWLAND

*National Representatives*

NEW YORK  
393 Seventh Ave.

CHICAGO  
360 N. Michigan Ave.

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a monosyllabic message such as "Oak!" or "Wuff!"

At the end of the hour does this young man say to his associate, "We have completed our thrilling program. Are you ready for the next one?"

He does not. From the control room comes the laconic query: "Well?"

And our hero replies: "Take it away!"

### *Thrill of a Lifetime*

There is the thrill of a lifetime in comparing the rehearsed time of each number with its actual performing time on the air. With each musical number and each announcement timed to a second it would seem that building a half hour or an hour's program would be comparatively easy. But the man who directs a program must not reckon without the artist who loves to hold on to a particularly lovely note, or the musical director whose tempo is quickened by the knowledge that he is performing on the air. A story is told of one group of people new to broadcasting who timed a program with five stop-watches, each in the hands of a responsible person, and when their program approached the end of the actual broadcast it was found that their half-hour program was six full minutes short. Luckily one of the broadcasting company's production men who knew that it was just as vital to fill every second of the half-hour as it was not to run over, because a network of stations must be synchronized on the dot, foresaw the difficulty and by slipping quietly from the control board to the studio and whispering to the orchestra leader avoided the catastrophe of having that station on the air with six full blank minutes.

The question of over-advertising is one which in itself could occupy infinitely more than the time allotted for this talk. Fashions have changed tremendously in this respect since radio broadcasting began. The public has come to expect and accept infinitely more advertising in a program than would have been considered tolerable even

a year or so ago. But the fact still remains that many an excellent program is cutting down its potential audience by over-reaching in this respect. Now that one dial sets make it just a matter of twisting the wrist to turn from one program to another it is the easiest thing in the world for the public to tune out from the advertiser who overloads his program with commercialism. The whole question of announcements, the technique of writing them or of dramatizing them is one that has received too little attention and offers an opportunity for original work beyond anything in radio.

You cannot anticipate the frame of mind in which your listener is going to be found until your program goes to him. Too much advertising awkwardly presented may do more than merely lose a listener for that particular program; it may destroy the good-will that you are seeking to build up and tear down that which has been built by other forms of advertising. Morning programs seem to be one exception. Women apparently regard these hours the way they do the advertising pages of their national magazines. They welcome any idea which will help them in their business of housekeeping.

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### **B. I. Brownold Joins Milgrim Hats, Inc.**

Bernard I. Brownold, formerly an account executive of the Grey Advertising Service, Inc., New York, has been appointed sales and advertising manager of Milgrim Hats, Inc., of that city.

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### **J. F. Barbour Joins Investment Firm**

Justin F. Barbour, for several years Western advertising representative, at Chicago, of *Advertising and Selling*, is now with Jackson Brothers, Boesel & Company, investment firm, of that city.

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### **R. D. Stevens Joins "Live and Learn"**

Robley D. Stevens, formerly editor-in-chief and business manager of *The Philadelphia Endeavor*, has been appointed advertising and business manager of *Live and Learn*, Hartford, Conn.

# How a New Package Opened Up a New Market for Coca-Cola

A Six-Box Carton Carries an Old-Established Product Where It Was Not Handled Before

By Frank W. Harrold

Advertising Department, Coca-Cola Company

FOR forty-odd years bottled Coca-Cola has been distributed in wooden cases, twenty-four bottles to the case, to retail refreshment stands where it has been iced and served to the consumer in the individual bottle.

It would seem that forty years' experience and study in merchandising one product would have produced perfection, at least in the packaging of the product. But not so. With the late merchandising trends hundreds of Coca-Cola bottlers have come to realize the tremendous importance of that veritable army of women shoppers who congregate each morning in the neighborhood buying centers to purchase daily supplies for some 25,000,000 American homes.

To meet this market a new plan of packaging and distribution has been adopted for Coca-Cola. The patented Coca-Cola Six Box is a practical and serviceable box of six bottles of Coca-Cola. It is a handy cardboard package, the top of which is flat when bought from the dealer but which can easily be converted into a stout handle by breaking the seal.

The introduction of this package is significant in that it carries an old-fashioned product into a field of distribution and to a market which had formerly hardly been touched.

The grocery chains have never welcomed the icing of bottled drinks. But not so with the Six Box carton, containing as it does a popular, nationally advertised

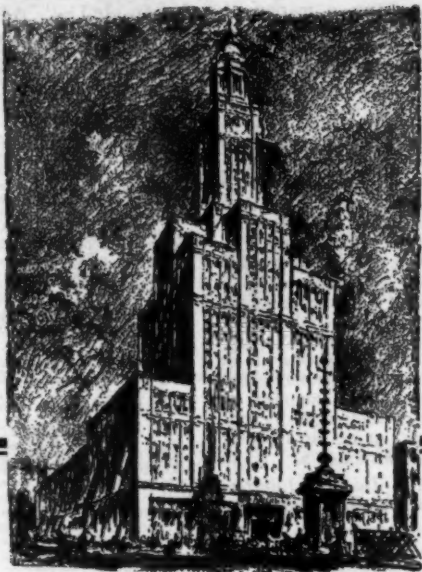
product, sold with a minimum of effort, at a profit, and bringing customers back into the store to redeem deposits. Since the introduction of the Six Box, Coca-Cola is now on sale for the first time in thousands of Piggly Wiggly, A. & P. and Fisher Bros. stores



*With Its New Six Box Carton the Coca-Cola Company Is Reaching a Hitherto Practically Untouched Market*

and in hundreds of local chains and independents.

A wooden case of twenty-four bottles is a cumbersome and unwieldy package to handle and deliver in a home. It is particularly unsuited for millions of small apartments in America. The result has been that efforts of Coca-Cola dealers and bottlers to effect case distribution have never met with a great deal of success. The Six Box solved the problem of carry-



## A CENTURY OF PROGRESS

After 100 years of continuous daily publication, The Philadelphia Inquirer, as a firmly established American institution, sends centenary greetings to a great and prosperous people.

## The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

### Branch Offices

NEW YORK	CHICAGO	SAN FRANCISCO
9 East 40th Street	360 N. Michigan Ave.	5 Third Street

ing, delivering and cooling, and thereby opened up a market of some 25,000,000 homes. Thus a product with a sales figure of 8,000,000 drinks a day, and with distribution through 600,000 outlets, found a comparatively new market.

The value of a sample is generally recognized particularly when it can be placed in a home. The only obstacle is the expense incurred in gratis distribution. The new Coca-Cola Six Box is really a sample of a product which is available everywhere. Yet this sample is placed in the home at a profit instead of an expense to the seller. And it is placed in the most exclusive of all places—the family ice box. If a product is in the ice box, then mother has put it there and it will be sampled by father, mother, children, and guests—with mother's stamp of approval placed on its consumption.

#### ***New Package Doesn't Interfere with Former Distribution***

This new package does not interfere in any way with former Coca-Cola distribution; nor does it replace any sales which would have been made prior to the introduction of the Six Box. The purchaser who would buy an individual bottle at a retail store might well do so with a Six Box carton in his hand ready to take home. Furthermore, the product is available from the carton in the ice box at a time when the many retail outlets are closed, namely, at night, which is the very time when the family is at home and ready to consume the product.

As a matter of fact, instead of interfering with former methods of sales this home consumption creates new users or cements the friendship of old users, and increases sales at all former outlets.

Thus a company which had studied its market for nearly a half century has found that by the adoption of a new package it can reach a hitherto practically untouched market without replacing or interfering with previous sales and at the same time bring its product into the heart of the home at a profit instead of an expense.

### **Asks Trade to Help Bar "Hold Up" Advertising**

Resolutions were passed at the Southern convention of the American Hardware Manufacturers Association, held recently at Biloxi, Miss., asking jobbers and retailers to refrain from sponsoring any activities in local or anniversary advertising which might directly or indirectly involve any request to manufacturers to join in such undertakings. In passing this resolution, the association pointed out the many elements of economic waste, prominent among which is waste in advertising.

The association also resolved against the practice of contributing to the expense of publishing jobbers' catalogs since such expense appears to the association to be directly chargeable among the items usually considered as expense incidental to the conduct of a jobbing business precisely as the expense of publishing a manufacturer's catalog is so chargeable in his business.

### **G. E. Daniels Joins Hanff-Metzger**

George E. Daniels, formerly vice-president and general manager of the Oakland Motor Car Company, Pontiac, Mich., and, more recently, in a similar capacity with the Locomobile Company of America, Inc., Bridgeport, Conn., has joined Hanff-Metzger, Inc., New York advertising agency. He was, at one time, head of the former Daniels Motor Car Company.

### **Appoint Andrew Cone Agency**

The C-Y Chocolate Yeast Company, Inc., New York, manufacturer of a yeast and chocolate product, and the Ortosan Company, Inc., of that city, cosmetics, have appointed the Andrew Cone Advertising Agency, also of New York, to direct their advertising accounts. Magazines, newspapers and radio will be used for the Chocolate Yeast company and magazines and rotogravure will be used for the Ortosan company.

### **Organizes Duracolor Corporation**

Earle C. Brockett has resigned as general sales manager of the Weatherbest Stained Shingle Company, Inc., North Tonawanda, N. Y., to organize the Duracolor Corporation at that city. The new company, of which Mr. Brockett is president, will manufacture Duracolor coated shingles.

### **New Accounts for Baltimore Agency**

The Cavalier Corporation, Baltimore, maker of Cavalier and Beautex shoe polishes, and the Cricket Club, Inc., of that city, women's sport clothes, have appointed E. Lyell Guntz, Inc., advertising agency, also of Baltimore, to direct their advertising accounts.



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## Amarillo Leads America!

*Editor and Publisher  
1929 Year Book*

With a combined daily circulation of 27,411, Amarillo's two newspapers led the United States and Canada for cities with a population under 40,000, according to Editor and Publisher Year Book. And today the circulation of these two dominating mediums exceeds 30,000 net paid!

The reasons for this dominance are many; and every one of them makes advertising space in the News-Globe newspapers more resultful. To sell Northwest Texas and adjacent markets, you need to use the—

### Amarillo News-Globe

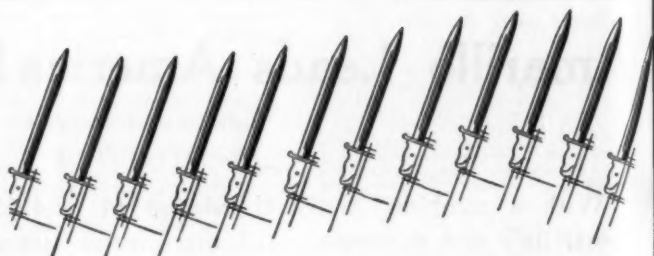
Morning—Evening—Sunday

National Representatives—TEXAS DAILY PRESS LEAGUE

New York	Chicago	Kansas City	Dallas
Los Angeles	Seattle	Atlanta	St. Louis
			San Francisco

# FACTS

## the shock troops

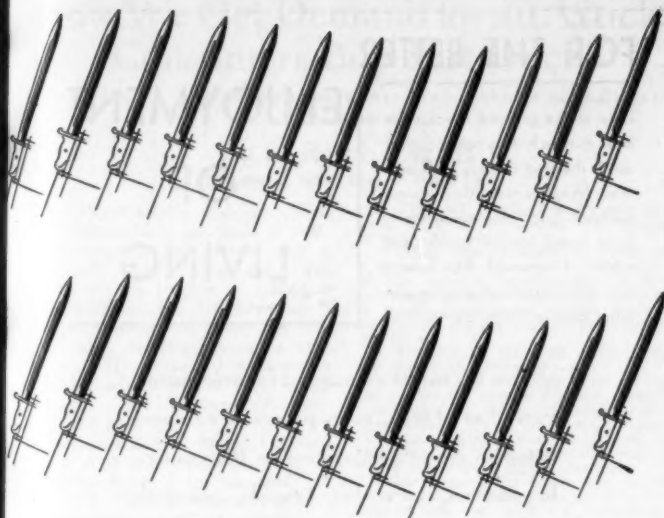


JUST as an army depends upon organized man-power to reach its objective—fact-power decides the issue in every advertising campaign.

Facts, like soldiers, must possess vitality . . . must be resourceful . . . must be armed with point and keenness. But they cannot perform with brilliance and full effectiveness unless they are ably marshalled, maneuvered and directed.

*The* E R I CK

230 PARK AVENUE, NEW YORK THE N



# of Advertising

The progressive advertising agency knows how to recruit a sturdy army of these aggressive soldiers of fortune — organize them skilfully — and send into the field a force thoroughly equipped to take and to hold territory.

So mustered and handled, facts become the "shock troops" of advertising — readily identified as the decisive factor in the successful campaign.

## CK SON Co.

THE NEW YORK CENTRAL BUILDING

## FOR THE BETTER

One of the greatest revolutions in all human history has occurred within the past decade in America. Mass production—new methods and new machines—have freed human hands and minds. For what? For leisure and relaxation, for the better and fuller Enjoyment of Living.

## ENJOYMENT OF LIVING

LIFE is the magazine planned for enjoyment.

Every line of type, every picture is concentrated on creating enjoyment for the reader.

In addition, LIFE has tangible, practical services for the reader's better enjoyment of living. The Theatre Ticket Service\*, the reports on the theatre, the movies, the new books, dance records and music, make LIFE the guide, philosopher and friend of enjoyment-minded America. To advertisers of enjoyment merchandise, LIFE offers a profitable primary market and a powerful sales influence.

# LIFE

EDWARD DUNNING  
ADVERTISING MANAGER

598 MADISON AVENUE  
NEW YORK

\*Members of the advertising profession particularly are invited to avail themselves of this, LIFE'S newest contribution to the Enjoyment of Living. LIFE will buy for you at regular box-office prices seats to any New York production. No service fee is charged. Write to LIFE'S Theatre Ticket Service for full information.

THE SERVICE MAGAZINE FOR THE ENJOYMENT-MINDED

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# How We Get Demand for an Article Consumers Buy Just Once

Special Models, in Unique Packages, Are Made Subjects of Individual Campaigns

By S. Ralph Lazrus

Director of Sales, Benrus Watch Co.

WE are selling watches. That means that we have a relatively high-priced article and a relatively slow-moving one. We go to all the trouble of selling a consumer on the purchase of a Benrus watch and when he has been sold, he stops being a customer. Of course, he becomes a valuable advertisement for Benrus watches. But he buys for himself just once.

That means that national advertising is at best an extraordinarily wasteful process for us, and yet you will find almost every watch manufacturer who is succeeding today using national advertising in a big way. You will find these same manufacturers using every form of dealer help—a wide variety of window displays, newspaper mats, movie slides—even prize contests and elaborate little books to give to the consumer.

My feeling is that a great deal of this co-operation is conceived without a clear notion of the essential aim in view. It has come to be a trade practice. Manufacturers think they cannot get along without it, and although it does help them to extend distribution and obtain sales, it does not help them nearly as much as it should. Furthermore, it loads up the jewelry retailer, who has plenty of serious problems of his own, with a lot of stuff that looks good but doesn't really fill the cash register.

For this year, we plan to make every one of our national advertisements the backbone of a carefully synchronized retailer selling campaign. The following elements enter into each campaign:

1. First, we have a retail selling idea—as carefully planned as the idea at the heart of a retailer's sale or special event.

2. Next, we choose a watch and enclose it in a presentation case which is rich and unusual.

3. From these elements we build up a national advertisement, and the copy of this national advertisement is not concerned with generalities at all. It is specific information leading to the sale of this one watch. No other watches are shown.

4. We furnish the dealer with mats and proofs of newspaper copy.

5. We provide anywhere from six to eight items for window displays, usually inexpensive but definitely related to the central idea. We do not give the dealer any window display material throughout the year that is not specifically hooked up to one of these selling campaigns.

6. We furnish the dealer with other helps such as movie slides, folders for him to send out with his statements, and similar dealer helps. These do not differ essentially from dealer helps furnished by other manufacturers, but they all hammer at a single objective.

Our first campaign for 1929 illustrates all these points. The National Air Transport, carrying U. S. mail between New York, Chicago and Dallas, recently adopted Benrus watches for the use of its pilots. The unusual and romantic nature of these users, together with the great public interest in aviation, gave us our central idea. We secured the permission of N.A.T. to use its name in our advertising.

Then we determined on a specially designed watch, named it "The Airman," and arranged for it a unique presentation plaque. This little stand, about 5 inches long and 3½ inches wide, was in the form of a landing field, and a toy airplane was perched just back of the watch. This made the tie-up of merchandise and idea complete.

We next turned to the national advertisement, and devoted almost the entire advertisement to the pictures of the watch and the illustration of a N.A.T. plane arriving on time at its airport. Dealers were given reprints of the na-

tional advertisement for window and counter displays, a big red, white and blue card featuring U. S. Mail, three small price cards and toy airplanes for the dealer to hang in his window and store.

The national advertisement was scheduled for appearance on the newsstands March 23. Everything was sent to the dealers in a special package with a big red, white and blue label on it, reaching him about March 15. Inside the package were explicit directions on how to use all the material.

Naturally, the first step in any of this year's campaigns, and particularly the initial "Airman" campaign, was to sell the dealer on it. We started to do this in January, when our salesmen assembled in New York for our annual sales conference. They were given the "Airman" watch, and they were instructed to educate the dealer on the importance of using every bit of the material we furnished. After this first wave of the attack, we sent to our customers, and to the best prospects on the list, a six-page illustrated letter, outlining the whole plan and picturing the various elements that entered into it. This letter was arranged so that dealers could wire orders to us at our expense. Two weeks after the first letter, a second follow-up letter was sent out. Soliciting of business direct by mail we feel is not so important as a source of orders, as it is to reinforce salesmen's presentation, and renew dealer enthusiasm.

The "Airman" campaign has been a phenomenal success. It confirms our determination to follow this method again and again. Dealers are already asking what our next feature is to be. They are fully aware of the consumer demand that came into their stores. They need no selling on our line.

How much has this plan increased our sales? That is very difficult to say because each new number in our line has its own sales volume which is very difficult to predict, and on which we cannot base estimates for future numbers. I should say, conservatively, that it has doubled the business on this one number.

## Retail Dry Goods Divisions to Discuss Co-ordination

The co-ordination of merchandising and sales promotion activities will be the theme of the joint convention of the merchandise managers' group and the sales promotion division of the National Retail Dry Goods Association, which will be held at the Hotel Pennsylvania, New York, on June 20 and 21.

Topics to be presented in the joint sessions include: "Developing a Merchandising and Sales Promotion Program," by Kenneth Collins, R. H. Macy & Company, Inc.; "How Fashion Ideas are Translated Into Actual Buying and Selling," Miss Tobe, Tobe Fashion Service, and "How the Merchandise Manager and Sales Promotion Manager Can Co-operate Most Effectively," Amos Parrish, Amos Parrish & Company.

"The Changed Order in Sales Promotion" will be discussed at the separate sessions of the sales promotion division. Under this general theme, the following subjects will be taken up: "Telling Your Merchandise Story in the Newspaper"; "Where Does Retail Direct Mail Stand Today—and How Is It Best Used?"; "How Do You Plan Your Window Display?" and "Making the Salespeople Part of Your Promotion Plan."

The Merchandise Managers' Group program will include individual sessions of divisional merchandise managers, in which common problems of their particular departments will be generally discussed.

## New Accounts for Brinckerhoff Agency

The Advertisers Products Company, Ferndale, Mich., and the Auto City Specialty Company and the Detroit Gummed Tape Company, both of Detroit, have placed their advertising accounts with Brinckerhoff, Inc., Detroit advertising agency.

The Heefner Arch Support Company, Louisville, Ky., and Movie Operators, Detroit, have also placed their advertising accounts with the Brinckerhoff agency.

## F. M. Allen Joins Nashville "Tennessean"

F. M. Allen, for the last four years sales and advertising manager of the National Toilet Company, Paris, Tenn., has left that organization to become national advertising manager of the Nashville, Tenn., *Tennessean*.

## New Account for Roche Agency

The Apex Products Corporation, Chicago, manufacturer of Apex Moth Coke, has appointed the Roche Advertising Company, of that city, to direct its advertising account. Newspapers and radio advertising will be used.

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3. Deal  
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5. Low

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# 5 statements you CAN'T DENY about Peabody School Book Covers

*This advertisement shows why Peabody School Book Covers are equally effective for such widely divergent advertisers as Hohner Harmonious and Culamet Baking Powder.*

The statements deal with

1. Complete Coverage, (See P. I. April 18th).
2. Exclusive Coverage, (See P. I. May 2nd).
3. Dealer Effect, (See P. I. May 16th).
4. Highest Selectivity, (See below).
5. Lowest Rates, (See P. I. June 20th.)

*Why not spend your advertising dollar where your chances for returns are best?*

## Highest Selectivity

SCHOOL Book Covers give you a higher degree of selectivity than any other medium, because their nationwide circulation is made available by states, cities, or towns—in other words, you go only where you want to go, and you pay for only what you really need. This enables you to line up your advertising expenditure with your particular sales or merchandising plans most economically. Tell us what places you are interested in and we will give you complete circulation figures and rates. The low cost of this intense coverage will amaze you.

Remember, Peabody School Book Covers are a complete service: from printing in either 1, 2, 3, or 4 colors to a guaranteed active circulation on the books in public schools everywhere. This is made possible solely because they are endorsed and distributed by the Alumni Association of George Peabody College for Teachers, Nashville, Tenn., whose members hold executive positions in schools all over the country.

*Send for full details and sample cover.*

### EDUCATIONAL ADVERTISING CO.

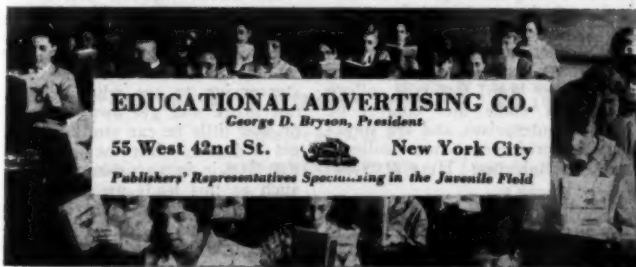
*George D. Bryson, President*

55 West 42nd St.



New York City

*Publishers' Representatives Speculating in the Juvenile Field*



# Lack Initiative? Not the College Man

No Reason Why He Should When, More Often Than Otherwise, He Is Salesman and Prospect

By Burges Johnson, Litt. D.

Director of Public Relations, Syracuse University

THE article entitled "Does the College Graduate Lack Initiative in Business?"\* interests me greatly, since it has been my experience as a business man to meet the young college-trained applicant for a job, and then later as a college teacher to have a share in his training.

I cannot agree with H. M. Baker, and yet I am not sure that that proves anything! He says what he knows as a result of personal experience, and I say what I know, and then each of us makes certain deductions and generalizations. It is possible that in the field of business which he represents, the young college graduate, struggling for a foothold, behaves differently from those who seek journalistic employment.

Not many years ago the college-trained business man was an exception. College-trained men went into the learned professions but not into business; and the business employer on the one hand regarded the young college graduate with suspicion, as one who had had an idealistic but not a practical training; and on the other hand, the young man himself was a bit top-lofty toward commerce, implying by his conversation that he could easily succeed in it if he chose.

But all those attitudes disappeared a long time ago. The majority of the graduates from our 600 colleges and universities go into business and succeed. A generation of young men who have themselves been through college have now come into control of business enterprises, and are showing a preference for college-trained employees. Here at Syra-

cuse University at this time of year, there is a steady procession of representatives of great industries visiting the campus, to pick out young men for employment. Business is seeking the young college graduate quite as earnestly as the young graduate is seeking business.

The result of this is a closer relationship between the classroom and the practical outside world. Business leaders are constantly being invited to address student groups, and are accepting from a sense of duty and advisability. Instructors in all those college courses which bear practical labels keep in close contact with outside business methods, and generally have themselves had business experience.

This means that boys no longer go from the classroom to the business office with a false notion either of superiority or inferiority. They go in the natural and matter-of-fact way that one would expect of a normal young man who has had some training. If they go too humbly, it is because of individual characteristics and not because they did or did not go to college. If they over-rate themselves, it is because of innate self-conceit, and not because of an attitude acquired in a classroom.

Mr. Baker suggests that college destroys self-reliance. Of course it does in the case of the boy who treats it as though it were a high school, and he an immature youngster trying to see what rules he can break and get away with it; or how little he can study and still get a degree. But the impression that I gain in an urban university such as this leads me to disagree with Mr. Baker. Here are 5,400 undergraduates. More than 3,000 of them are at work at some gain-

\*By H. M. Baker, manager of sales personnel department, The B. F. Goodrich Rubber Company, in the May 23 issue of *PRINTERS' INK* on page 57.

# A Powerful Sales Influence



"Some time ago you published a series of articles on various methods of paying sales people. We read these articles with much interest and from them adopted a system which we are still using." (Signed) R. R. Jarnagin, Mgr. S. H. George & Sons, Knoxville, Tenn.

"We wired you yesterday for reprints of your Anniversary Ideas. We hope you will be able to get them in the mail promptly, for we would like to have them tomorrow." (Signed) E. L. Moran, Moran's, Inc., Superior, Wis.

"Most of our store managers regard the DRY GOODS Merchants Trade JOURNAL as their Bible." (Signed) Ezra W. Hinsbaw, Gen. Mgr. C. C. Anderson Co. (18 Stores), Boise, Idaho.

**H**UNDREDS of similar voluntary comments reach us every month. No one can read these without having a keener and truer appreciation of the JOURNAL'S influence.

We can do an economical selling job for you that will not be done in any other way.

## DRY GOODS Merchants Trade JOURNAL

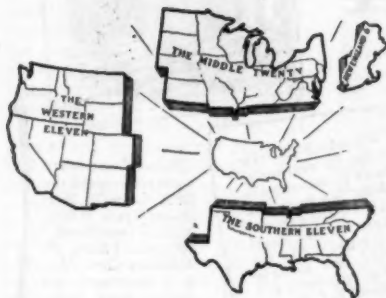
Member of A. B. C.

181 Madison Avenue  
New York

DES MOINES, IOWA

1800 Mallers Bldg.  
Chicago

# June-July Showing



THIS month's advertiser plan the four editions—will they show an increase in what the advertising lineage. And advertising revenue that is ahead of Section June, 1928, and our July issue will show another increase.

And the major reason isn't far to seek. Down here in Spencer toward the end of 1928, we got hold of a little old *idea*—the idea of making Farm Life's circulation of more than a million available on a *sectional* basis.

Advertisers were skeptical. Many nibbles. Few inquiries. Finally a sale. Now—the idea is catching on. Ad

FARM LIFE  
SPENCER, IND.

T. W. Le Quatte  
Publisher

New York:  
50 East 42nd St.

Chicago:  
35 East Wacker Drive

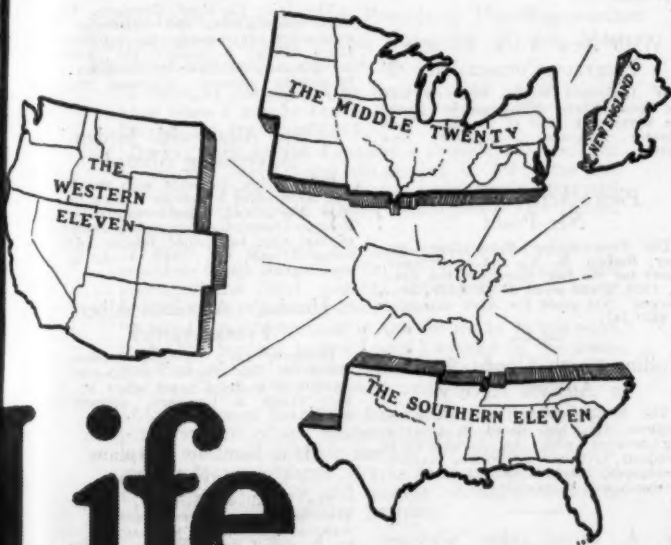
# Farm

MORE THAN 1,000,000 CIRCULATION STAIN

# Lineage Increase

Advertisers are discovering that with this plan they can buy what circulation they want without having to pay for what they do not want.

And so—since January, 1929, 138 advertisers have used Farm Life's Sectional Plan.



# Life

Obtainable as a whole or in sections



ful employment throughout the four years that they spend getting a college education. They are earning their way through by all sorts of devices, learning to be business men before they are out. Such young people are the ones to discuss, and I believe that they approach permanent employment after graduation in a perfectly normal fashion, because they are already a part of our business community. They are simply seeking a new job and a better one with unlimited time to give to it, and better trained minds.

### G. E. McDonald Joins G. Logan Payne Company

G. E. McDonald, formerly with the Gage International Publishing Corporation, New York, has joined the New York office of the G. Logan Payne Company, publishers' representative.

E. E. Phipps, who has been with the New York office of the Payne organization, has been transferred to the Chicago office.

### With New York Theatre Program Corporation

W. Dickinson Wilson, formerly with the Condé Nast Publications, has joined the advertising staff of the New York Theatre Program Corporation, New York.

### Pierce-Arrow Reports Net Profit

The Pierce-Arrow Motor Car Company, Buffalo, N. Y., and subsidiaries, report for the four months ended April 30, 1929, a net profit of \$879,679, after charges. Net profit for April amounted to \$431,147.

### Hollingsworth Candy Account to Atlanta Agency

The Hollingsworth Candy Company, Augusta, Ga., has placed its advertising account with the Johnson-Dallis Company, Atlanta advertising agency. Newspaper, rotogravure and radio advertising will be used.

### W. A. Wood Joins "Chicago Commerce"

William A. Wood, formerly with the Chicago office of the Macfadden Publications, Inc., representing the New York Evening Graphic, has joined Chicago Commerce, Chicago, as associate advertising manager.

### Grey-Davidson Company Organized at Chicago

The Grey-Davidson Company has been organized at Chicago to conduct a general advertising business. M. K. Grey was formerly with the Chicago office of Lord & Thomas and Logan. More recently he has been sales promotion director of the Royal Tailors, Inc., of that city. D. R. Davidson was recently with the Balaban & Katz division, at Chicago, of Publix Theatres.

Nat Karson, formerly with the art staff of Balaban & Katz, is the art director of the new company.

### Living Up to Expectation

ATHERTON & CURRIER, INC.

NEW YORK, MAY 28, 1929

Editor of PRINTERS' INK:

Your letter of May 24 with enclosures is received and we appreciate very much the material which you forwarded us.

We might say in passing, however, that this is just another evidence of the type of service which we really expect from your worth while publication.

J. W. ATHERTON.

### New Account for Hurja, Chase & Hooker

The John C. Hoof Company, Chicago, manufacturer and distributor of automotive equipment, has appointed Hurja, Chase & Hooker, Inc., advertising agency of that city, to direct its advertising account. Business papers will be used.

### Filipe Alfau with Jordan Advertising Abroad

Filipe Alfau, formerly with the Foreign Advertising & Service Bureau, Inc., New York, and, more recently, with Roberto Hernandez, automobile exporter of that city, has joined Jordan Advertising Abroad, Inc., New York, as a copy writer.

### Horder's Appoints Albert Frank Agency

Horder's, Inc., Chicago, commercial stationery, has placed its advertising account with the Chicago office of Albert Frank & Company, advertising agency.

### Has Swallow Airplane Company Account

The Swallow Airplane Company, Wichita, Kansas, has appointed the Aviation Advertising Company of that city to direct its advertising account.

### Radio Station WRJN Appoints Isadore Carls

Isadore Carls has been appointed advertising sales manager of radio station WRJN, Racine, Wis.





**"Contains  
the  
best general  
information  
of every  
branch in  
the  
printing  
business"**

wrote Theo. Regensteiner, President, The Regensteiner Corporation, Chicago, and President of the Master Printers' Federation of Chicago.

"I thought you might be interested to know that I have been a steady reader of and subscriber to The Inland Printer since 1894.

"During each month I receive a considerable amount of printed matter and magazines of all sorts but there is always one which has particularly attracted my attention during all the years past—"The Inland Printer."

"It is in my opinion, the best printed and most attractive trade magazine in the United States and contains the best general information of every branch in the printing business.

"I hope it will continue in the future as in the past, to be the leading journal, and I extend to the owners and editors who are responsible for its quality, my best wishes for a continuance of prosperity."

More evidence that The Inland Printer is an indispensable part of the business equipment of the leaders of the vast printing market for industrial equipment. More evidence that you can cultivate this great market easily and quickly through the pages of its dominant business journal.

## The Inland Printer

330 S. Wells Street, Chicago

New York Office: One East 42nd Street





**OVER 161,000 OF THE  
POST'S 197,151 TOTAL  
CIRCULATION IS IN  
THE O-K MARKET**

*- - - And 116 of Cincinnati's  
Leading Wholesalers and  
Retailers Claim THE O-K  
MARKET is Cincinnati's  
Actual Trading Territory*

**THE CINCINNATI POST**

CHICAGO  
DETROIT  
SAN FRANCISCO  
LOS ANGELES

NATIONAL ADVERTISING DEPARTMENT

230 Park Avenue New York

Cinci  
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BUY

Cincinnati, as a major distributing point, serves Southern Ohio, Southeastern Indiana, and North-Central Kentucky. Based on sales records of Cincinnati's foremost business houses, **THE O-K MARKET** is Cincinnati's true trading territory.

**THE O-K MARKET** is more thoroughly covered by The Cincinnati Post than by any other newspaper. Post circulation in **THE O-K MARKET** exceeds 161,000 and is purchasable at a rate lower than Post total circulation of 197,151.

**THE POST IN CINCINNATI IS THE NATIONAL ADVERTISERS' MOST PRODUCTIVE AND ECONOMICAL BUY.**

**POST**

DEPARTMENT  
New York City



SCRIPTS-HOWARD

MEMBER  
AUDIT  
BUREAU OF  
CIRCULATIONS

PHILADELPHIA  
ATLANTA  
DALLAS

# Giving the Illustration an Impression of Speed

Artificial Means as Opposed to Strict Realism and What Must Be Done to Intensify Results

By W. Livingston Larned

RECENT photographs of the Golden Arrow, the car in which Major Segrave established a new world record of 231 miles an hour, should interest those advertisers who seek to suggest speed, pictorially, without the use of artificial means, such as retouching.

Photographs were taken of this car while traveling at terrific speed. These photographs fell into two classes: First, those taken with cameras which were unable to "stop" the motion, because of slow shutter speed; second, those taken with rapid-shutter cameras which could "stop" the speed. The first group of photographs gave the immediate impression of extreme speed. In the others the car appeared to be standing still. But the most interesting part of both pictures was the entire absence of so-called "speed lines" which are so conspicuous in advertisements showing airplanes, autos, etc., in motion.

The car was either blurred, with no streaks running from the body or wheels, or was singularly sharp as to detail.

To what extent are advertisers licensed to retouch photographs, for instance, to emphasize this suggestion of visual speed in a subject which does not stress it

when delivered? Is it, in other words, quite ethical to manufacture speed? Of course it is. The camera has its limitations. When a photograph actually pictures great speed, the detail is absent to an important extent. In these studies of motor cars going full tilt, there is a fuzzy blue and nothing more. Some of the negatives

disclose a distorted object, weirdly proportioned and with no interesting form whatsoever.

But the advertiser demands not only the picture visualization of speed, but detail of his product as well. And both are quite impossible in the one photograph, however resourceful the person who takes it may be. There are laws of science which mere man may not change to fit his advertising whim.

The eye and the imagination, working in uni-

son, seem to demand exaggerated illustration to convey a vivid impression. The blurred camera picture does suggest extreme speed because our eye registers some such impression day by day. But when the photographer undertakes to register a picture of speed, essential detail vanishes in a flash, naturally.

Thus, in the majority of cases, illustrations of this type are not altogether satisfactory to an ad-



*Even the Trees in This Italian Poster Have Been Given a Touch of Speed by the Artist*

vertiser who asks that his product appear in facsimile, plus speed. On other occasions the camera is so literal that this sensation of velocity is not in evidence.

If a manufacturer of motor oil wishes to portray speed, the blurred subject is quite all right. If a manufacturer of a car asks for a similar illustration, he is not content with a streak of gray tones across the page.

This has brought about a manufactured pictorial symbol of speed, expressed in various ways, all interesting.

So clever is the retoucher that it is comparatively easy to take a camera picture of a motor car standing still, and transform it into a speed illustration of the first rank. And this can be done without any material disturbance of detail. You see the various small features of the car, notwithstanding. Which is as it should be, all things considered.

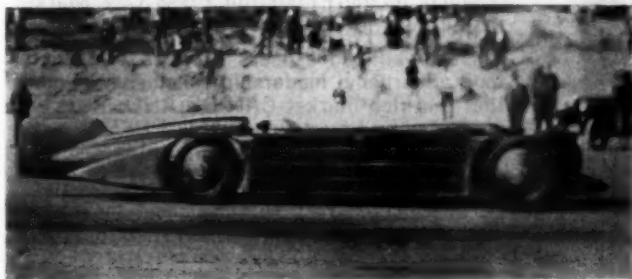


*This Picture of the Golden Arrow Was Clipped from a Gemmer Mfg. Co. Advertisement*

Motion can be given to any object, even those which are not commonly supposed to possess inherent movement, by art expedients. The blurred effect is simplified and boiled down to a few deft lines trailing from the object. Speed can thus be given to the most commonplace objects. Take a photograph of a building, add speed lines, and you have the visual impression of movement. It is inevitable.

No better plan has been devised than this to suggest motion. It is a symbol, a species of picture-language, understood by all and therefore particularly useful. But there are good and bad methods of applying it. A crude slashing of speed lines often mars the subject and too abruptly attempts to make its point.

In line illustrations the problem is less difficult, for it is possible to so melt the speed lines with the object that one is absorbed by the other in a natural way.



*Wide World Photo*  
*The Golden Arrow Was Traveling at 180 Miles an Hour When This Photograph Was Taken. Note the Entire Absence of Speed Lines as Compared with the Picture Above of the Same Car Which an Artist Has Improved*

RESULTS

RESULTS

# F O O D

☛ THE PITTSBURGH PRESS carried 449,163 lines of Grocery Advertising during the first three months of 1929, according to Media Records measurements, leading every other newspaper in the country.

☛ Groceries and Delicatessen, \$33,023,108.00 . . . Meats and Poultry, \$13,893,110.00 . . . Fish and other Sea Food, \$825,305.00 . . . Bakery Products, \$5,871,107.00 . . . Milk, Butter, Cheese and Eggs, \$6,384,540.00 . . . Vegetables, \$1,390,489.00 . . . Fruits and Nuts, \$1,694,191.00 . . . Candy, Ice Cream and Soft Drinks, \$6,138,038.00 . . . Restaurants, Cafes, etc., \$13,347,883.00 . . . a total of \$82,567,771.00 spent annually for food products in the Pittsburgh Press City Market, the hub of the Golden Y Area.

☛ Observant Advertisers will see in National food advertising leadership conclusive evidence that this rich market CAN BE AND IS BEING cultivated by advertising in THE PRESS . . . the newspaper with the habit of producing results.

☛ Food and Grocery Advertising is one of the 27 out of 36 major advertising classifications in which THE PRESS leads every other Pittsburgh paper.

Six months average circulation (A. B. C.) ending March 31, 1929 . . . Daily 192,991, Sunday 282,408.



## the GOLDEN AREA

Latest available figures show that food products produced in this area are valued at \$143,455,300.00. Over 15,000 persons work at manufacturing food products for the district.



## The Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

Member Audit Bureau of Circulations and Member of the United Press

SCRIPPS-HOWARD NEWSPAPERS • National Advertising Departments

300 PARK AVE., NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS



It may not be apparent, but each artist has his own special plan of operation. A particularly happy idea is to draw an entire picture in speed lines, which means a directing motion of startling effect. Nor is it necessary in this technique to lose detail. I have seen an automobile pen-drawn, in straight lines, all trending in the one direction, and the smallest accessories were clearly defined.

It might be helpful to set down briefly a few of the more obvious methods whereby speed may be successfully suggested in the illustration. In the majority of these it is to be noted that the powers of suggestion enter into the proposition very largely. Symbols of speed, associated with the object which it is desired to set in motion, are invariably important.

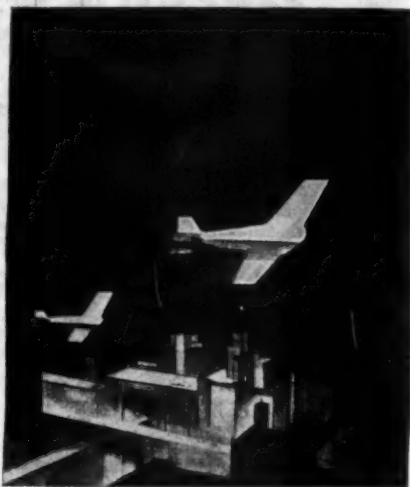
Just what do I mean by this? Example number one will illustrate: A trade name of a tennis ball is set at an angle and given speed lines. In the lead, however, setting the pace, is a ball in flight. The product, being associated with action, supplies a greatly to be desired mental impression of speed.

A new airplane was given the name "Bullet" and a hand-lettered name plate was drawn for one of the introductory advertisements by an artist who made the six letters spin through space, the nose of a real bullet foremost and trailing speed lines through the name.

In brief, some pictured objects are always identified with speed and flight, and their use will inevitably help along the pictorial suggestion of it. This is true of arrows, of birds in flight, of comets, meteors and shooting stars.

There is a tendency to criticize the forced methods of picturing speed on the grounds that it is unnatural and untruthful. These criticisms are turned, as a rule, in

the direction of motor car advertising, speed boats and the like. But it seems to be overlooked that via the camera, at least, speed may not be suggested in company with great detail. A fast lens and shutter will accurately catch a swift-moving object as sharply as if it were standing perfectly still, but,



*Speed Can Be Injected into Modernistic Illustrations As This Kendall Oil Company Picture Shows*

because of this very detail, the sense of motion is dispelled.

On the other hand, the blurred negative loses far too much detail. To an important degree, such hazy prints bear out the artist in his contention that his own, added speed lines, in an original canvas, are little more than realism. This is what actually happens. Detail, in motion, spins itself out into elongated wisps.

The method, from the artist's standpoint, is quite simple. He may draw an object as if standing perfectly still, and at the last moment add the easy, flowing, sometimes half-transparent streams of motion with a brush and a little paint.

For catalog purposes, I have seen a set of photographs of

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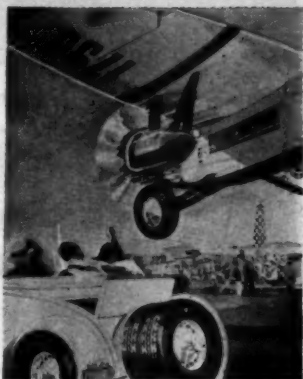
motor cars made on highways with the cars motionless, suddenly and easily transformed into speed illustrations within a very few moments, with some dry white and a mildly moistened brush. Such lines, dragged backward from hubs, wheels, radiator cap and here and there on the body "do the trick" with rather astonishing ease.

It all settles back to this: If you wish both detail and speed, then realism must be sacrificed.

Photograph an airplane in the air and you see no propeller blade. It disappears, practically. Yet it is the whirling blades that symbolize speed, action, velocity. That is why when artists make an original study of a plane in flight they invariably suggest a sort of spinning hilation at the blades, and "drag off" those inevitable speed lines, without which the product would stand suspended in space.

That is where the artist "has it" over the photographer. An original speed illustration will express the idea in a far better manner than the most expertly conceived camera study. Liberties must be taken and they are taken.

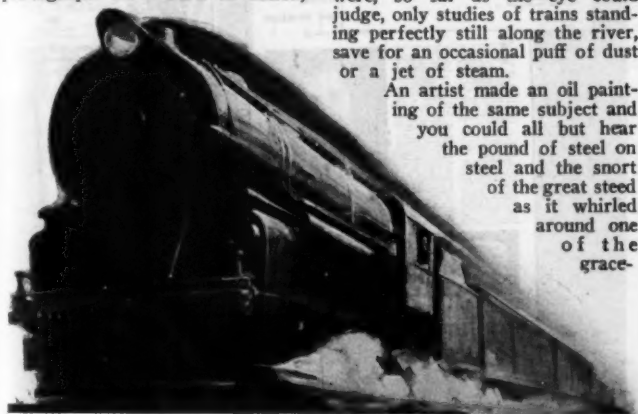
A month of experimental work was done for a great railway system in the making of an artistic photograph of a train in action,



*The Whirling Propeller Symbolizes Speed in This General Tire Advertisement Illustration*

thundering along by a river. Not one of these prints could be used for the purpose intended. Some of the better examples were no more than a confused blur, with speed stressed and desired detail wholly missing. The others, while speedy in spirit, were too fantastic for the practical purposes of the folder in which they were to be used. And the remaining prints were, so far as the eye could judge, only studies of trains standing perfectly still along the river, save for an occasional puff of dust or a jet of steam.

An artist made an oil painting of the same subject and you could all but hear the pound of steel on steel and the snort of the great steed as it whirled around one of the grace-



*One Can Almost Hear This Locomotive Speeding on Its Way. The Artist Has Put Movement into This Picture Which Was Used as an Illustration in a Peerless Automobile Advertisement*



## ADVERTISERS with whom we work

### *The Packer Mfg. Co., Inc.*

Packer's Tar Soap  
Packer's Liquid Shampoos  
Packer's Charm

### *Vacuum Oil Company*

Gargyle Mobiloil  
Gargyle Lubricating Oils for  
Plant Machinery  
Gargyle Marine Oils

### *The National City Co.*

Investment Securities

### *Procter & Gamble*

Crisco . Ivory Soap . Camay  
Chipso . Ivory Soap Flakes  
P & G—The White Naphtha Soap

### *United States Rubber Co.*

Footwear and Clothing

### *Towle Manufacturing Co.*

Sterling Silverware

### *Lehigh Portland Cement Co.*

### *National Steel Fabric Co.*

Steeltex  
National Reinforcing

### *The Spool Cotton Co.*

J. & P. Costs' Threads  
Clark's O. N. T. Threads

### *Dr. Price's Baking Powder*

Made by The Royal Baking  
Powder Co.

### *Seaboard National Bank*

### *Parke, Davis & Co.*

Pharmaceutical and Biological  
Products

### *Acetol Products, Inc.*

Cel-o-Glass

### *The CeCo Mfg. Co., Inc.*

CeCo Radio Tubes

# *The* **BLACKMAN** **Company** *Advertising*

**122 EAST 42nd STREET • NEW YORK**

**Magazine / Newspaper / Outdoor  
Street Car / Radio**



**We are**  
in a position to authori-  
tatively assist you in  
preparing radio pro-  
grams for your clients.

¶ The Judson Radio  
Program Corporation,  
being the radio divi-  
sion of an old estab-  
lished and internation-  
ally known music and  
concert bureau headed  
by Arthur W. Judson,  
has access to experi-  
ence in musical show-  
manship and resources  
which have been de-  
veloped over a long  
period of years.

¶ We offer you this same  
knowledge and experience.  
The purpose of our or-  
ganization is to assist you  
agency men in utilizing  
the broadcast medium for  
your clients.

**JUDSON**  
**RADIO PROGRAM**  
CORPORATION  
**Steinway Building**  
**NEW YORK CITY**

ful bends of the railroad track.

There is movement and speed in certain phases of light when wisely directed. Composition is still another interesting aid in this respect. The very shape of a block of text will often put action into a page, even without the use of "speed lines."

But of all mediums of expression, the speed line will continue to remain the very best mechanical means of injecting that onward rush into an object.

Of course there are drawings in which it is overdone. It is a palpable attempt to overdo the speed idea and such pictures are not very effective.

There is something remarkable, almost inexplicable, in this illusion, this prank played upon the eye and the mind alike. Take any piece of display lettering and, with a soft pencil, drag from it a few sketchy lines. At once you will set that heading in motion. It will begin to move across the page in a flash. Even when rather crudely done, the result is almost the same.

#### **D. K. Moore Joins Homer McKee Agency**

Donald K. Moore, for seven years with the Campbell-Ewald Company, Detroit, most recently as manager of the Chicago office, has joined the executive staff of the Homer McKee Company of Illinois, Inc., Chicago advertising agency.

#### **A. T. Freer to Direct Shakespeare Company Sales**

Arthur T. Freer has joined The Shakespeare Company, Kalamazoo, Mich., fishing tackle, as sales manager. He formerly was with the Illinois Refrigerator Company, Morrison, Ill., in a similar capacity.

#### **New Account for L. H. Waldron Agency**

Titanine, Inc., Union, N. J., airplane finishing materials, has appointed L. H. Waldron, New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

#### **Death of Milton P. Carroll**

Milton P. Carroll, advertising manager of the Chester, Pa., *Times*, died at that city recently. He had been with the *Times* for twenty years. At the time of his death, Mr. Carroll was sixty years old.

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## What Is a "Flyer"?

THE UPJOHN COMPANY  
KALAMAZOO, MICH.

Editor of PRINTERS' INK:

Do you know of any publisher who has issued a book giving standard definitions of printing forms? For instance, when discussing "flyers," "leaflets," "folders," "booklets," "bulletins," "enclosures," etc., with printers and advertising men, one has to qualify every statement that is made.

Our advertising material has to be described to our branch offices in correspondence before the piece is actually off the press, and orders for these pieces have to be written in as concise a way as possible. We would like to adopt a standard definition for each piece if possible. For instance, we are disposed to refer to the attached envelope enclosure as a "flyer." Is it a "flyer," or isn't it? And who knows? Somewhere in the printers' field there must be a Hoyle, or a Noah Webster, or a Blackstone. What advice have you?

STANLEY MORRIS.

**I**F the printers muster a Hoyle, or a Webster or a Blackstone, the gentleman is handicapped in his lexicographing by the fact that the speech of the guild is highly variable. Not only does it vary with time, but, seemingly, with geography. Thus, if the lexicographer is to be guided by custom—and in ordinary, non-technical speech, it is custom, of course, that makes the law—then where is he?

Eight years ago, so the files of PRINTERS' INK reveal, the question arose: What is a "broadside"? At that time the accepted idea seemed to be that a "broadside," originally a large sheet printed on only one side and later a sheet of instructions sent by advertisers to newspapers to indicate the order of a campaign, had become "the announcement sent by advertisers to the trade to explain current advertising."

For the latest view on the general subject of printing terms, PRINTERS' INK referred Mr. Morris' questions to the United Typothetae of America; and Fred J. Hartman, director of Typothetae's department of education, quoting from Hugo Jahn's "Dictionary of Graphic Arts Terms," tells us that a leaflet is a "small, thin pamphlet or folder; more strictly, a sheet folded into leaves but not stitched," and that a folder



## Tied to apron strings

Some authorities estimate forty per cent of the nation's wealth belongs to women. A much greater per cent is spent by women. Business is tied to the well-known apron strings. Representatives of one of our clients call yearly upon ten million women in American homes. This gives us a wealth of first hand information about feminine buying habits which should render our counsel valuable to your sales and advertising programs.

THE  
**MANTERNACH**  
**COMPANY**  
*Advertising*



55 ALLYN STREET  
HARTFORD, CONNECTICUT



*The* **Bulletin**  
*for Agents and*  
**The Associated Business**

# Creative Advertising Essential

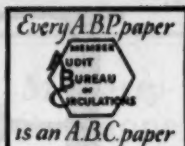
*Why It Must Start In  
the Business Papers*

["the healthiest business pays the least attention to the possible claims of competition—and the most to the needs of potential customers."—says DR. GODFREY.]

THE fact established by the Engineering-Economics Foundation that "growth of *factual wealth* must precede growth of *material wealth*" is accepted today by the most successful advertisers in all branches of industry. These advertisers realize that the potential customer must *have and use knowledge* before he will buy and use *things*. Their advertising policies, like their advertising copy, are therefore creative.

They know that the dissemination of this necessary knowledge can best be attained by natural growth starting within the heart of the industry,

## *of Marketing Facts Advertisers*



**Papers, Inc., 52 Vanderbilt Ave., New York**

trade or profession. So they implant this knowledge, or factual wealth, through the business press where it finds fullest appreciation and endorsement. Thus its growth through logical channels to the potential customer is economically sound and fundamentally certain.

Here, then, lies the full opportunity both of the business press and of the advertisers who utilize its basic functions. The scope and breadth of this opportunity in each field of the business press will be explained in detail here at A. B. P. headquarters to agents, advertisers and others who seek to apply sound thinking to their problems.

## ***A. B. P. Papers Are Forwarding Your Business***

Every A. B. P. paper is leading in the dissemination of knowledge. It is promoting two things simultaneously. It is teaching how best to serve present markets while implanting knowledge that creates new and broader markets.

These A. B. P. papers, individually or through their association headquarters, offer you their facilities in full. A copy of Dr. Godfrey's enlightening monograph, "Creating Wealth," will be mailed upon request.

# F

*rom the*  
**LAYOUT**  
*to the finished*  
**ILLUSTRATION**

# 17

**artists cooperating up  
in the Pent House at  
18 East 48 Street to  
render a service to  
Advertising Agencies.**

**CARL MUELLER  
ANTHONY HANSEN  
DOROTHY SCHNELLOCK  
FRANZ FELIX  
JOHN HANMER  
LESTER GREENWOOD  
RÉ MARC  
JOHN ROSENFELD  
JAMES A. WADDELL  
RICHARD CARR YOUNG  
WILLIAM E. FINK  
M. H. HELNER  
EDWIN W. BELL  
LOU NUSE  
STANLEY COOPER  
J. W. BASKOPF  
J. K. MURRAY**

**Konor & Peters**  
**New York City**

is defined as follows: "A general term for any printed sheet of four or more pages, so imposed that they follow each other consecutively as in a bound book, so that the sheet may be opened out to full size and display a series of single or double pages."

In addition, Mr. Hartman lays before us a glossary of printing terms as set forth in Albert H. Highton's work, "Practical Proofreading." From this glossary we select the following definitions of the kinds of mailing pieces that are most generally used and most generally mentioned in discussions of advertising material:

"Booklet—a small book, commonly bound in paper covers, used principally for advertising purposes."

"Broadside—a large printed sheet intended as a circular, folded into a size convenient for mailing. Distinguished from a folder by the fact that its printed matter runs across the sheet regardless of folds."

"Circular—a printed letter or other form of advertising, circulated usually through the mails."

"Flyer, or flier—a small circular, containing advertising material, for inserting in an envelope with a letter; also called an envelope stuffer."

"Folder—a circular or other piece of direct advertising, folded, frequently in an unusual manner, in which printed matter is confined to the space within, rarely across, the folds."

"Pamphlet—a book made up of a few pages, stitched together, but not bound."

In the light of these definitions, it would seem that the specimen mailing piece Mr. Morris sent us in his letter—a single, unfolded card, smaller than an envelope—really is, as he suspected, a "flyer."

The "Dictionary of Graphic Arts Terms" and the volume entitled "Practical Proofreading" are published by Typothetae's committee on education, which may be addressed at the association's general offices, 173 West Madison Street, Chicago.—[Ed. PRINTERS' INK.]



## Well-Known Syllables as Parts of Trade-Marks

TWO opinions recently handed down by the assistant commissioner of patents lend emphasis to a statement made in these columns not long ago regarding trade-marks having a well-known suffix or prefix. In this statement, which was also based on several Patent Office decisions, it was pointed out that well-known syllables tend to weaken the ability to protect a trade-mark.

One of the cases in the two rulings just made concerns The Celotex Company v. Ben Hur Wilson. The Celotex Company sought to prevent the registration as a trade-mark of the notation "Waltex," claiming that it conflicted with "Celotex." The two marks are used on the same class of goods. Celotex established such facts as that it had used its mark upon its goods as early as 1921 and had secured registration in 1924. It pointed out that it had expended large sums advertising its goods under the Celotex name, the appropriation increasing from \$114,000 in 1923 to over \$1,000,000 in 1927. The applicant was deemed not entitled to any date of adoption and use of his trade-mark prior to the date November 21, 1927, on which he filed his application for registration.

"Under these circumstances," the ruling reads, "it is very clear that the applicant should be denied registration if there is any doubt of confusion."

There then occur such significant remarks as: "The only similarity in the two marks resides in the last syllable 'Tex.' The other portions of the marks are wholly dissimilar in appearance, sound, spelling and significance. . . . The opposer's mark (Celotex) comprises three syllables rather than two as in the applicant's mark, and the first two syllables would impress the average observer or consumer more than would the final syllable. . . . In view of the widely extended use of these three letters

## Even Modesty Can be Overdone!



*M*ODESTY is a splendid trait.

We love to observe it in our wives, or sweethearts, or children. In business, too, it is often admirable. But modesty can be (and often is) overdone.

Some executives in their desire to be conservative, use letterheads so stand-offishly dignified that they actually hinder the sale of their products, rather than help sell them.

Between the sombre, lifeless letterhead and the obnoxiously "loud" one, lies the happy medium. It neither offends nor calls too much attention to itself. And it never fails to increase the effectiveness and pulling power of your letters.

Send today for samples of these "happy medium" letterheads. Then you'll know why more executives each year are ordering from "Letterhead Headquarters."

### MONROE LETTERHEAD CORPORATION

1010 Green Avenue  
Huntsville, Ala.

167 N. Union St.  
Akron, Ohio

# The Largest subscription circle in America



*The homes into which The Household Magazine is delivered every month are progressive, prosperous. Modern homes managed by alert women constantly on the watch for the newest ideas on home decorations, furnishings, dress, food products, cosmetics.*

## The HOUSEHOLD

A CAPPER

Chicago: 203 North Wabash Avenue

New York: 420

M  
PUBLI

Lexington

# circulation in AMERICA

More than 1,700,000 women are voluntary subscribers to The Household Magazine. Prosperous modern women of Town America who read The Household Magazine regularly every month because they want to. The many Household features and its various departments genuinely appeal to them.

As evidence of the reader interest of these Household subscribers—the largest number of any women's publication in America—over 25% of them in 1928 wrote letters to The Household Editors for information on specific problems.

## MAGAZINE

Arthur Capper  
Publisher

PUBLICATION

Lexington Avenue

San Francisco: 201 Sharon Building

# The Nation's Eyes Are Focused on the MID-SOUTH EMPIRE



After You Study Them All  
You'll Choose  
The APPEAL Papers

When an advertiser uses The APPEAL Papers he is not confining his efforts solely to the purchasing power of Memphis, but is reaching out to this vast trade area peopled with eager, responsive, able-to-buy readers. The Mid-South Empire is surging with new industries and developments. To cultivate this market you need use only The APPEAL Papers.

(Circulation as of May 20th)

194,763

146,089

M. & E. Combination

Sunday

## THE COMMERCIAL APPEAL

*"The South's Greatest Newspaper"—An Institution of the South  
for the South—Since 1840*

And The

## MEMPHIS EVENING APPEAL

*"The South's Fastest Growing Newspaper"*

JOHN M. BRANHAM CO., Representatives

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'Tex,' in connection with trade-marks for building materials of various and somewhat analogous kinds, it is believed the opposer is not entitled to protection of its trade-mark so broad as to bar others from using any mark, however dissimilar, upon wall board, which mark includes these letters 'Tex.'

The application of Ben Hur Wilson was, therefore, favorably acted upon.

The second case, by a curious coincident, also concerned products in the building materials field and, what is more, had to do with the same suffix "Tex." In this case, the Plastex Company of America, Inc., sought registration for its mark "Plastex." This was opposed by the Craftex Company. The two marks are used upon materials of a like character. The primary question up for decision was whether the two marks are confusingly similar.

The assistant commissioner of patents said on this point: "In comparing the two marks . . . with each other, it is found that they both use the common suffix 'Tex' and the letter 'a,' but resemble each other in no other respect. Certainly there is no resemblance between 'Plas' and 'Craf,' either in appearance, sound or suggestion. . . . Furthermore, in view of the many prior trade-marks, for goods of this class, which include the suffix 'Tex,' the opposer's (Craftex) mark may not be said to be so truly arbitrary, strange and fanciful as to entitle the opposer to a monopoly of use such as to exclude the use of the applicant's (Plastex) mark on the same class of goods."

Accordingly, the ruling permitted the registration of Plastex.

### D. L. Shaw with Henri, Hurst & McDonald

D. Lee Shaw, recently with David H. Colcord, Inc., and previously with the Clark Collard Company, both Chicago advertising agencies, has joined the copy department of Henri, Hurst & McDonald, Inc., advertising agency of that city. He was, at one time, assistant advertising manager of the United States Gypsum Company, Chicago.

## PROOFS

always  
available

Made in your own office on this sturdy, efficient, ever-ready Portable Proof Press.

Proofs of single types, mounted or unmounted plates, complete forms—all you want, as you want them. Fremont proof presses are designed for office use: light, compact, clean, speedy, noiseless. Can be operated on any table; put out of sight when not in use.

Four practical sizes, at prices beyond comparison:

9" x 12" Form Size \$18.50  
11" x 16" Form Size \$22.50  
9" x 22" Form Size \$27.50  
18" x 22" Form Size \$35.00

(Inking Outfit, \$3.00 extra. All prices, F. O. B. Chicago.)

Half the weight of a typewriter—working parts of steel and bronze, roller bearing action, allowance for close adjustments. Cylinder press impressions. Already in hundreds of advertising offices the introduced only 6 months ago. Sold on unconditional money-back guarantee.

Send check or order C. O. D. (no open accounts at these prices), and return press within ten days full refund plus expressage if not as represented or expected. Less than 3% of the hundreds sent out on this basis have failed to stick. Send for one today, or, for samples of the work they do. Write the Fremont Co., 336 N. May Street, Chicago.

The FREMONT \$18<sup>50</sup>  
Portable Proof Press

Capacity  
9" x 12"



**Every Week-day**

**90 Per Cent  
of the Circulation  
of the**

## **Newark Evening News**

is delivered direct into the HOMES of Newark and Northern New Jersey, the wealthiest and most prosperous section of the Metropolitan District.

Practically none are ever found discarded or left in street cars or buses.

Its circulation is more than

**140,000** copies  
daily

and constantly growing; and, with a general reader appeal, is read by every member of every family into whose homes it is daily delivered.

## **Newark Evening News**

**EUGENE W. FARRELL**  
Business and Advertising Manager  
Home Office, 215-221 Market Street  
Newark, New Jersey

**O'MARA & OERMBEE, Inc.**  
General Advertising Representatives  
New York, Detroit, Chicago,  
Los Angeles, San Francisco

## **Dominion Advertising Agents Meet**

AT the annual meeting at Toronto last week of the Canadian Association of Advertising Agencies, H. R. Cockfield, of Cockfield, Brown & Company, Ltd., Montreal, was elected president. He succeeds E. Sterling Dean, who was elected past president.

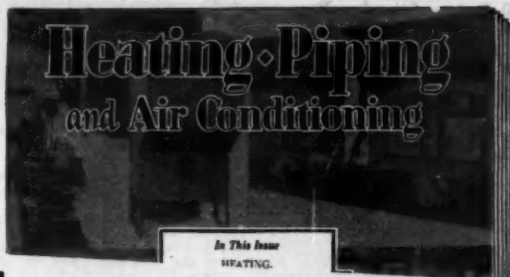


*H. R. Cockfield*

E. W. Reynolds was elected treasurer, and A. E. Wright, secretary. These officers, together with the following, constitute the board of directors: W. E. Cox, B. H. Bramble, Adam Smith and R. C. Ronalds.

A feature of the convention was the annual luncheon which is attended by executives representing newspapers, magazines and advertisers. F. J. Ross, president of the F. J. Ross Company, New York advertising agency, was the principal speaker. His address reviewed the work of the American Association of Advertising Agencies, with special emphasis placed on the cordial and mutually beneficial relations which exist between advertising agencies and publishers in the United States.

Mr. Ross carried to the Canadian association a message of co-operation from the American association.



## "THIS IS THE PAPER FOR ME!"

Hundreds of letters from every part of the country are pouring into the office of the new technical journal, **HEATING, PIPING and AIR CONDITIONING**. Designing engineers, contractors, maintenance engineers, architects, operating engineers and manufacturers are unanimous in the statement, "This is the paper for me!" Below are a few of the letters.

"I don't care what the circulation of this first issue happens to be. If you continue to get out a book equally good as this, you'll get the circulation that will do advertisers in your line a lot of good."—Charles L. Collette, W. K. Cochrane Advertising Agency, Chicago, Ill.

"It's a real knockout and will go over big with all engineers, etc."—Mullen Bro. & Co., J. W. Landon, Dubuque, Iowa.

"—it covers something we have been looking for a long time."—Edward B. Shauls, Des Plaines, Illinois.

"The advertising pages show high grade materials and leading firms are represented."—W. H. Wilson, Chicago, Ill.

"It is my intention to keep bound volumes of **HEATING, PIPING and AIR CONDITIONING** for reference."—R. H. Anderegg, Lacrosse, Wis.

"It is the most practical magazine I have ever read."—A. T. Tiller, Dallas, Texas.

"I'll join in the chorus and say, 'This is the paper for me.'"—P. M. O'Connell, American Radiator Co., Chicago.

"Little, if any room for improvement."—Carl C. Kaster, General Manager, Standard Milk Machinery Co., Louisville, Ky.

"I consider it a champion and it will certainly be a welcome visitor to the individual who wants to **KNOW**."—W. D. Dunbar, Chief Engineer, Commonwealth Ice & Cold Storage Co., Boston, Mass.

"We know why you are proud of your magazine—because it takes in every detail of heating, piping and air conditioning."—Berg Heating & Ventilating Co., St. Louis, Mo.

## Heating·Piping and Air Conditioning

1900 Prairie Avenue - - - Chicago, Ill.

## \$75.00 Prize for the Best Sales Slogan Awarded

for

### "RANDOM THOUGHTS OF A MAN AT FIFTY"

Over 700 slogans were received. The best 70 were submitted to the firm of BATTEN, BARTON, DURSTINE & OSBORN, New York City, for their decision as to the best one, and also for five worthy of honorable mention.

Their decision follows:

#### Judging of Slogans

#### Submitted for

### "Random Thoughts of a Man at Fifty"

By

**JOHN HARSEN RHOADES**

The method of judging the slogans was to submit them to a number of people in this organization qualified to have worth-while opinions on the subject.

The book itself was carefully considered in connection with forming opinion. For instance, the slogan—"How to retire at Fifty" might be a better selling slogan than the one selected for first place, but it is not strictly in accord with the spirit of the book. It makes a claim which is not the principal motive of the book.

#### First Place

#### RYHME AND REASON

#### Honorable Mention

1. Every Page Bears Interest.
2. Take Me Home—I'd Like to Help You.
3. How to Retire at Fifty.
4. Pleasure, Wisdom—and a Laugh.
5. Easy to Read—Hard to Forget.

The five "honorable mention" slogans are listed as nearly as it is possible to do so in the order of their value.

**BATTEN, BARTON, DURSTINE & OSBORN,**  
383 Madison Avenue,  
New York City

First place went to Mrs. John Harsen Rhoades, with her slogan "RYHME AND REASON."

It was determined in advance that while members of the family were permitted to send in their slogans they were not eligible for the \$75.00 prize, therefore the prize goes to the first named of those receiving honorable mention, namely Walter Irving Clarke, 336 East Gowen Avenue, Mount Airy, Philadelphia, Pennsylvania, with his slogan "EVERY PAGE BEARS INTEREST."

Number 3 on the list of honorably mentioned was submitted by Jean Harsen Rhoades, the nine year old daughter of the author.

Number 5 by Paul F. Cropper, 2450 Overlook Road, Cleveland, Ohio.

Number 4 by H. R. Seamon, New York Trust Company, 100 Broadway, New York City.

Number 5 by Edward D. Russell, Suite 1003, 475 Fifth Avenue, New York City.

### "The Greyhound Traveler" Starts Publication

*The Greyhound Traveler* is a new quarterly publication published at Chicago by the Motor Transit Management Company, of that city, operating the Greyhound Lines, a coast-to-coast motor bus system. It is devoted principally to travel stories and articles and is printed in four colors with a type page size of 7 by 10 inches. Distribution is among the company's bus patrons.

C. D. Carkhuff is advertising manager of the magazine, and W. R. Fowler, Jr., is editor. Effective January 1, 1930, the magazine will be published monthly.

### New Account for Campbell Agency

The Turner, Day & Woolworth Company, Louisville, Ky., manufacturer of hickory handles, has appointed Campbell Advertising, Inc., Toledo, Ohio, advertising agency, to direct its advertising account. Business papers are being used.

### Electrical Account to Clark Collard Agency

The Reynolds Electric Company, Chicago, manufacturer of the Reco line of electrical appliances, has appointed the Clark Collard Company, advertising agency of that city, to direct its advertising account. Business publications and direct mail will be used.

### E. C. Lyndon Joins Little Rock Agency

E. C. Lyndon, formerly an account executive and copy writer with James A. Greene & Company, Atlanta advertising agency, has joined the Robert H. Brooks Company, Little Rock, Ark., advertising agency, in a similar capacity.

### Appoint Marx-Flarsheim Agency

The Delphos Mop Company, Delphos, Ohio, and the Dayton School of Aviation, Inc., Dayton, Ohio, have appointed The Marx-Flarsheim Company, Cincinnati advertising agency, to direct their advertising accounts.

### New Account for Peck Agency

The Joe Lowe Corporation, Brooklyn, N. Y., has appointed the Peck Advertising Agency, New York, to direct the advertising of its "Cottage Doughnuts." Newspapers are being used.

### Appointed by Hicks Agency

Miss Jeannette G. Ross has been appointed production manager of the Hicks Advertising Agency, New York.





## 1800 conversations at once through a cable less than 3 inches thick

*An Advertisement of the  
American Telephone and Telegraph Company*



THE earth beneath our great cities is crowded. Steam, gas, sewer and water-mains, compressed air pipes, pneumatic tube systems, telephone and telegraph cables, light, power and rapid transit conduits lie so close together that any further additions create serious engineering problems. Yet the number of telephone calls that must flash through the underground arteries of great cities is steadily increasing.

The challenge to the scientific minds of the Bell System was to find a way for more conversations in existing conduits. Fifteen years ago, the pride of the System was a cable containing nine hundred pairs of wires. Then by many improvements a cable of twelve

hundred pairs was perfected. It was rightly considered a scientific triumph.

Today, cables containing eighteen hundred pairs of wires are in service and these cables with every wire insulated are only two and five-eighths inches in diameter, one-half as large as the first nine hundred-pair cable. Eighteen hundred conversations at once—six hundred more than before—can now pulse through this two and five-eighths inches of cable.

There is no standing still in the Bell System. Better and better telephone service at the lowest cost is the goal. Present improvements constantly going into effect are but the foundation for the greater service of the future.

"THE TELEPHONE BOOKS ARE THE DIRECTORY OF THE NATION"

RESULTS · ARE · WHAT · COUNT



Every unit of a direct advertising campaign bearing this symbol has been thought out as carefully as a Saturday Evening Post page.

**KRAMER ASSOCIATES, Inc.**

~ DIRECT ADVERTISING ~

Graybar Building

New York, N. Y.

Lexington 7165

RESULTS · ARE · WHAT · COUNT

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# How a Line of Staples Brought Forth a Specialty

Esmond Introduces a New Kind of Blanket and Features It in National Consumer Advertising

By Roland Cole

THE transformation which has been sweeping over the world of manufacturing and merchandising during the last five or six years, and is still going on is a good deal like the transition from winter to spring. Almost every class of article used in the home has undergone a change in its appearance in the direction of greater variety of size and shape, better design and more of it, and an efflorescence of color.

Among the most interesting examples of the changes which are everywhere at work is the process of evolution which has converted some of the most venerable and respectable staples of a few years ago into the most daring and modernistic specialties. Today is the day of the specialty. Almost all of the old-fashioned staples of the Mauve Decade are being born again as specialties in the miniature Renaissance that is just now turning merchandising-as-we-have-known-it into merchandising-as-we-shall-know-it in the decade of the present and the immediate future.

Every article of commerce is seeking how to individualize itself. The commodities which we have long regarded as staples of use and consumption are acquiring personalities and looks and names. Where a bed, for example, used to be merely a bed, it is now a particular make of bed and a particular model.

This growing tendency on the part of people to use brand names

in place of class names is due almost entirely to the influence of modern advertising which is at once the cause and the effect of the metamorphosis of the staple caterpillar into the specialty butterfly. The merchandising of blankets

**H**ERE'S a new type of blanket... the *Esmond Cozette*! You'll like the *Cozette* the moment you see it. *Esmond* does it so beautiful, so colorful... and so practical. *Cozette* has a wool on one side and human touch on the other... impressively warm to get into... for sleeping as a luxurious quilt or a dietary spread... but warmest and most comfortable time either. Ideal for use with a chair lounge or as a throw across the foot of the bed. *A beauty that's essential!* *Pro-drink like a regular blanket.* Warm, beautiful, light and fluffy. And it comes in four colors—directly named ones.

**Blankets**  
—ARE SUCH  
intimate things

**T**HE *Cozette* is the warm addition to the line of family of *Esmond Blankets*. Blankets that are known the world over for their beauty, warmth, softness and durability. *Esmond Blankets* are easy to find in every department, weight, color, design... and price. And it's nice to know when you find them family blankets, that they are really under the direction of immaculate cleanliness, in modern mills only, in a quiet New England village. For blankets are such personal and intimate things. *Esmond Blankets* are sold by leading retailers throughout the country. Look for the "Esmond" label. The *Esmond Mills*, Cozette, Rhode Island.



The *Esmond Cozette*... new... beautiful... practical... ideal's wool on one side, touch on the other.

How the New *Cozette* Was Featured in a Four-Color Women's Magazine Advertisement

offers an interesting illustration of what this commercial evolution is doing with one household commodity, which a few years ago had little individuality or brand consciousness in the mind of the housewife.

Blankets, in the old days of soft soap were single and double; and they came in certain widths. Color in blankets goes back a long ways in the history of blanket-weaving,

Sales records deal almost entirely with *what* you are selling. But, without a true and authoritative knowledge about *whom* you are selling, *who* needs to be sold, *what* they need to be sold, and *how* to sell them, you lack a great essential of competent sales management—because you lack a definition of the job to be done.

An Eastman survey will inevitably provide that essential definition.

## R. O. EASTMAN Incorporated

113 West 42nd Street - - New York  
360 North Michigan Ave. - Chicago

# GILBERT P. FARRAR

Consulting  
● Typographer

DESIGNER OF  
MAGAZINES  
NEWSPAPERS

●  
420 LEXINGTON AVENUE  
GRAYBAR BLDG. NEW YORK  
TELEPHONE LEXINGTON 5318

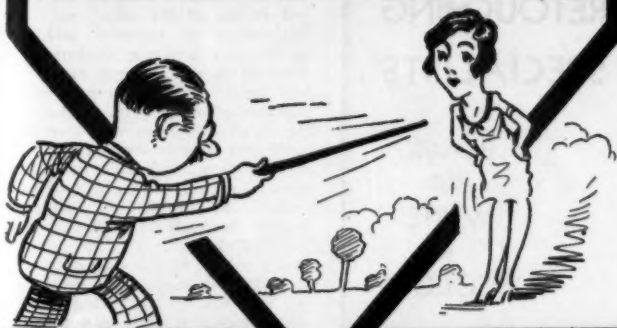
and, in the way in which the art was practiced among the Indians, is almost altogether a matter of pattern, or design. But color, as a factor in blanket manufacture and merchandising, is of very recent development. Blanket manufacture had its rise in this country about the time of the Civil War, and almost from the beginning blankets were made in white, pink and a few other conservative colors. The application of color, as the term color is understood in commerce today, has been a development of the last ten years or so.

Today, leading blanket manufacturers make blankets in a bewildering variety of color and design and package them individually in packages which are almost as attractively gotten up as the blankets they contain.

The Esmond Mills, manufacturers of blankets, were established some twenty years ago, making a line of cotton blankets. Four or five years ago the company added a line of woolen, camel's hair and silk and wool blankets, all of which have been advertised to the consumer and the trade under the name Esmond.

The company has been, during the last six or seven years, a leader in its industry by reason of the energy and enterprise it has shown in advertising and merchandising its products. Just a year ago it opened The Esmond Blanket Shop on Fifth Avenue, New York, for the purpose of displaying its line to the consuming public under the most favorable conditions of retail display and to be a kind of "blanket sales laboratory" for the working out of ideas and methods that could be applied by the company's dealers in other places for increasing the sale of Esmond blankets. Thus the company through advertising and sales promotional activity among its retailers, as well as through originality of design and the broadening of its line on the production side, has done its part in changing the whole aspect of blanket merchandising in the last few years.

●About a year ago, Esmond intro-



## CAN YOU TOUCH "HER" WITH A 10 FOOT POLE?

The question is not "Are YOU a Woman?" but "Is YOUR Product FOR Women?" If so, you will be vitally interested in this unique and different plan of personal presentations which is increasing sales for other nationally known manufacturers all over the country. A plan that will place you almost FACE TO FACE with the greatest buyer in America—the Women!

### *A New, Sure, Proven Way to Reach Women*

New, fresh, different—but proven by over 1000 presentations by European-trained Experts, under auspices of NATION'S LEADING NEWSPAPERS from Tampa to Seattle. Exclusive account lists almost filled; your classification may yet be open.

For full information, write  
National Newspaper Enterprises, Dallas, Texas

## RETOUCHING SPECIALISTS

BLACK  
AND  
WHITE  
●  
COLOR

ADDA AND  
KUENSTLER

70 E. 45 · NEW YORK

## ASSOCIATE EDITOR WANTED

We have an opening for a copy writer and editor with practical retail merchandising, marketing, and advertising experience and knowledge of mass production and mass distribution.

He must be alert, analytical and accurate—Capable of compiling data, write or rewrite special articles, prepare questionnaires, train reporters, analyze facts and conduct research and market surveys.

Unusual opportunity to grow with new service organization for man of ability and personality.

Write fully, giving age, record of experience, starting salary expected and when available. Submit samples, which will be returned.

Address

Post Office Box 1197, Chicago

duced a new blanket to the trade which it called the "Esmond Cozette"—lamb's wool on one side and rayon on the other, not two thicknesses of material laid together, but a single thickness of material in which rayon and wool had been woven together by a patented process. The purpose of the Esmond Cozette was described as "a two-purpose bedcovering . . . as charming and colorful as a luxurious quilt—as warm and serviceable as an all-wool blanket." It was designed to retail for approximately \$25. A few months ago, a second Esmond Cozette was brought out, made with rayon on one side and cortex cotton on the other, designed to retail at \$15. Both items are made in five pastel colorings—gold, rose, green, blue and lavender. Both were introduced to the trade without consumer advertising, orders were taken from the trade on salesman's sample, and both achieved a fair degree of distribution. The rayon and cotton Cozette, of course, sold in much larger quantities than the rayon and wool Cozette.

Assured of the success of the Esmond Cozette without consumer advertising, the company featured the new item in its national magazine campaign with a full-page advertisement in the April number of a woman's magazine, in color. The advertisement is nearly three-fourths illustration.

This advertisement was reproduced in the form of a large four-page folder, in full color, with the advertisement appearing on the third page, and the following message to the trade printed on page two, under the heading, "The Esmond Cozette," and the subheading, "Never before have you seen a blanket like the Cozette . . . the newest addition to the Esmond line." The new product is described and the dealers are urged:

Why not be the first in your community to feature the new Cozette? Many of your customers will see the beautiful four-color advertisement reproduced on the opposite page.

Write to your nearest jobber or direct to us for swatches and prices.

The front cover of the folder bore the heading, "The newest ad-



## *A Vital Message to Everyone Connected with Selling*

Your salesmen will like this lesson in salesmanship . . . because it shows convincingly, in the salesmen's own language, the pitfalls that trap many . . . and then points out the way to avoid them. It is a whole volume on Salesmanship condensed in a few pages . . . easy to read—easy to remember.

Here is a most practical treatise free from theory . . . Its author, P. W. Combs, Sr., is himself a salesman, with more than 25 years' experience with different organizations, selling in the field, training and managing salesmen; several years as Buyer. He is now Advertising Manager for the Atlas Portland Cement Company of New York.

Hundreds of Salesmen and Executives have pronounced this Brochure the most understandable and most helpful lesson they have seen.

**[[ We are authorized to furnish these Brochures at 25c each—I to 100 copies including envelopes for mailing. Special prices quoted on large quantities on request ]]**

**THE READ PRINTING COMPANY**

50-60 VANDAM STREET

NEW YORK, N. Y.

Telephone WALKer 8250

# **G. LOGAN PAYNE COMPANY**

**NEWSPAPER REPRESENTATIVES**  
ESTABLISHED 1901

**ANNOUNCE**

**CHANGE IN THE FIRM NAME**

**TO**

**SMALL, SPENCER & LEVINGS**  
(INCORPORATED)

**CHICAGO**

**NEW YORK**

**BOSTON**

**EFFECTIVE JUNE 15th, 1929**



dition to a fine old family of blankets."

This folder was mailed to a selected list of wholesalers and retailers.

Sales of the new Esmond Cozette have been very satisfactory.

### M. E. Goldman Appointed by Kingsley-Miller Company

Martin E. Goldman, formerly director of sales of the General Equipment Corporation, Kalamazoo, Mich., and, more recently, with the Automotive Equipment Association, Chicago, has been appointed vice-president and general manager of The Kingsley-Miller Company, Chicago.

### J. W. Banister Joins Standard Farm Paper Unit

John W. Banister, formerly with the Wade Advertising Agency, Chicago, and previously with Vanderhoof & Company, advertising agency of that city, has joined the sales staff of the Chicago office of the Standard Farm Paper Unit.

### Fountain Pen Account to Cincinnati Agency

The John Holland Gold Pen Company, Cincinnati, fountain pen manufacturer, has appointed The Keelor & Stites Company, advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

### W. S. Carlisle with American Broadcasting Company

William S. Carlisle, for twelve years with the Crowell Publishing Company, New York, has been appointed Midwestern manager of the American Broadcasting Company, New York. His headquarters will be at Chicago.

### Joins Percival K. Frowert Agency

Jacques Verdé-Delisle has joined the Percival K. Frowert Company, Inc., New York advertising agency, where he will have charge of a new department which will handle the advertising of French products.

### S. B. G. Edsall with San Francisco "Call"

Samuel B. G. Edsall, formerly representing the San Francisco *Chronicle* for over eleven years, is now representing the San Francisco *Call*.

P. B. Maxon, advertising manager of the Lincoln Manufacturing Company, Detroit, has joined Whipple & Black, Inc., Detroit advertising agency.

## Junior Executive Available

An aggressive, resourceful man of the superior type who is old enough to be thoroughly seasoned in the food products field, yet young enough to learn new policies. An exceptionally well qualified man who is capable and dependable.

Twenty-nine years of age, college trained, single.

An opportunity for a chain store or locally owned organization to secure a man who is not satisfied with just a position, but one who is interested in the future.

### Alert and Competent

"J," Box 80, Printers' Ink

## The Advertising Art Company

invites you to attend an exhibition of drawings and paintings by members of the staff and to view the enlarged quarters of their new Pent House Studios.

June third to thirtieth

ADVERTISING ART CO.

1269 BROADWAY  
NEW YORK CITY



## Circulation Promotion Manager

Fast-growing newspaper offers unusual opening to an alert, experienced circulation promotion man.

He is probably working in this capacity now, but may be cramped for growing room. For such a man we have a berth where growth is not merely an opportunity—but a necessity.

Vision and circulation knowledge essential; also familiarity with mechanical production. Write detailed letter for interview.

### Address

"N," Box 83, Printers' Ink

## Wanted - A Good Idea For Syndication

A national sales organization with a staff of experienced syndicate advertising salesmen invites correspondence with parties having ideas that would lend themselves to syndication, either on a royalty or direct representation basis.

In replying, please state the nature of proposition and send samples, if possible.

Address "R," Box 87,  
Printers' Ink

## Advanced by Electric Vacuum Cleaner Company

Harry C. Hahn, assistant sales manager of the Electric Vacuum Cleaner Company, Cleveland, has been advanced to the position of sales manager of The Premier Vacuum Cleaner Company, of that city, a subsidiary of the Electric Vacuum Cleaner Company.

## New Account for Clark Collard Agency

The Aeolus Dickinson industrial division of Paul Dickinson, Inc., Chicago, manufacturer of ventilators, smoke jacks, etc., has appointed The Clark Collard Company, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

## J. H. Brundage with Jordan- Stair-Baker

James H. Brundage, formerly with the Calvert Lithographing Company, and Evans-Winter-Hebb, Inc., both of Detroit, has joined Jordan-Stair-Baker, Inc., also of Detroit, in a selling and advertising advisory capacity. He also formerly was with the Franklin Press & Offset Company, Detroit.

## "Rocky Mountain Sportsman" Starts Publication

The first issue of the *Rocky Mountain Sportsman* has been published at Salt Lake City. The new publication, which has a type page size of 11½ by 8¼ inches, is devoted to outdoor sports of the Rocky Mountain territory. Dr. June E. Broadbudd is editor.

## Fibre Account for Baltimore Agency

The Delaware Hard Fibre Company, Wilmington, Del., has appointed the Thomsen-Ellis Company, Baltimore advertising agency, to direct its advertising account. Business papers and direct mail will be used.

## Doyle Williamson with New Orleans "Daily States"

Doyle Williams, with the national advertising department of the New Orleans *Item-Tribune*, has joined the advertising staff of the *Daily States*, of that city.

## Miller Rubber Advances E. P. Bonazzi

E. P. Bonazzi, for nine years assistant export manager of the Miller Rubber Company, Akron, Ohio, has been appointed export manager. He succeeds C. E. Wagner, resigned.

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# Broadcasting by the use of Discs

We have conclusively proven to the satisfaction of one of the biggest agents and to three of its biggest accounts that we can successfully broadcast by sixteen inch discs in a way that defies detection.

This means you can use broadcasting stations just as you use newspapers.

Come to our studios, make a master record and buy duplicates at low cost. Order your station time through us and we install our patented double synchronized motors turnstile machine in any station you wish to use.

This is the only feasible way of broadcasting wherever the difference between eastern, central and coast time is a serious handicap.

Now to prove this:—send a representative to our studios, Suite 1418-19, 33 West 42nd Street, New York City, for a demonstration. Costs for one station or 100 stations furnished at once.

We supply programs, ideas, stars, artists and complete continuity when necessary.

Primarily we are special agents for radio stations. Hearing is believing. Visit our offices at your convenience for a demonstration.

## Bureau of Broadcasting, Radio Digest

**Eastern Representatives:**

**INGRAHAM & WALKER**

33 West 42nd St., New York City

Tel.: Lackawanna 2091-2

**Main Office:**

**E. C. RAYNER, President**

510 North Dearborn Street

Chicago, Illinois

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## Want to Make a Change?

A medium sized, fully recognized Chicago Agency, well equipped for handling advertising of all descriptions, is prepared to make attractive offers to two contact men with background of acquaintance-ship with advertisers and proven results in similar capacity, or to small partially recognized Agency.

Unusual opportunity and full cooperation, including "snap," Technique and Real Sales Appeal in copy preparation. Tell us all about yourself—past connections, type of accounts handled, salary, age, etc., first letter. All members of this organization know of this advertisement. Address "H," Box 229, Printers' Ink.

## To the Head of a One-Man Agency or Service from the Head of a One-Man Agency . . . . .

**YOU** and I have certain handicaps—the most vital being the lack of time for going after new business. It's my belief that together we could meet our problems and lick them. I'd like to talk over the idea of combining with a dependable man of outstanding ability.

My business is well-established. My offices allow for expansion—one is occupied by an art service. I have an interesting record of successes to my credit. I have proved my ability for merchandising and advertising. My practical knowledge of all departments of this profession supplements a rich background of commercial experience.

Upon receipt of your note, I will phone you to arrange an appointment. Address "U," Box 89, Printers' Ink.

## New Accounts for Montreal Agency

Canadian Silk Products, Ltd., Montreal, women's hosiery, and the Tree Line Navigation Company, of that city, operating a fleet of freight carriers, have appointed the R. Sykes Muller Company, Ltd., advertising agency, also of Montreal, to direct their advertising accounts. Newspapers will be used for the Canadian Silk company.

The Toronto office of the Muller agency has been appointed to direct an advertising campaign for Houlding and Coleman, Ltd., of that city, manufacturer of Servus and Marvel neckwear. Newspapers and magazine advertising is being used.

## Bank Appoints Albert Frank Agency

The Chicago office of Albert Frank & Company has been appointed to handle the newspaper advertising for the commercial, savings, investment and foreign trade departments of the recently consolidated First National and First Union Trust and Savings Banks, Chicago.

## American Photo-Engravers to Meet

The American Photo-Engravers Association will hold its thirty-third annual convention at the Palace Hotel, San Francisco, August 8 to 10. An exhibit of machinery equipment and supplies is included in the program plans.

## S. A. Dusek Joins Lawrence Fertig Agency

Stanley A. Dusek, formerly with the Ethridge Company, New York, has been appointed art director of The Lawrence Fertig Company, Inc., advertising agency of that city.

## Olive Oil Account to Lyon Agency

The Barcelona Products Company, New York, has appointed the Lyon Advertising Agency, of that city, to direct the advertising of its Barcelona olive oil. Newspapers will be used.

## A. C. Carruthers Buys "Safety Engineering"

Arthur C. Carruthers, who sold *Safety Engineering*, New York, to the Angus Company, of that city, last year, has bought back that publication and will again become president and editor.

## To Manage New Toronto Office of "Mining News"

C. J. Morris, formerly with the Toronto *Globe*, has been appointed manager of the new Toronto office of *Mining News*, Montreal.

## THE SCRANTON REPUBLICAN

announces the appointment of

### PRUDDEN, KING & PRUDDEN, Inc.

270 MADISON AVE.  
New York, N. Y.

180 NO. MICHIGAN AVE.  
Chicago, Ill.

507 MONTGOMERY ST.  
San Francisco, Calif.

CHAMBER OF COMMERCE BLDG.  
Los Angeles, Calif.

LEARY BLDG.  
Seattle, Wash.

as its National Representative, effective June 1, 1929

THE SCRANTON REPUBLICAN  
SCRANTON, PA.

## WE KNOW THIS MAN

*. . . a seasoned executive in agency finance, accounting, billing, media checking, business law and corporate procedure*

**H**E now holds an important post and is qualified for a bigger one. An exceptional opportunity to acquire *for your organization* one of the ablest men in the field.

We will give details and the highest recommendations to responsible inquirers. This man possesses complete familiarity with agency problems and practices . . . and, in addition, loyalty, integrity and industry. Write for particulars to

**J. WALTER THOMPSON COMPANY**  
Graybar Building . . New York

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
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NEW YORK, JUNE 6, 1929

## Going After the 86 Per Cent

Two sales managers discussing items in the current news came to an obvious but interesting conclusion about relative values of the same amount of money. One item was the statement that a prominent millionaire had become richer to the extent of \$7,500,000 because of the sudden rise in price of a stock. As principal owner in the company, the quick rise made him immeasurably richer during the course of a few days. The other item concerned an increase in wages which had been granted to a group of workers in the building industry. The amount of increase was \$1 a day and 30,000 men were the beneficiaries. That latter item, according to one sales manager, was of infinitely greater importance to him and other sales managers than the former. It was his

contention that the increased riches of the millionaire meant little in the way of consumption of more goods. There were only two feet on which to put shoes, only one household to adorn and decorate, only one family to feed. In the days when more production machinery was needed, such an increase to the capital supply of a noted investor meant far more than it does today. Now, when greater consumption is needed, the dollar-a-day increase for 30,000 men, amounting to \$7,800,000 in a five-day week of 260 days a year, was many times more important. He spoke of the new buildings, the increased number of cars, of shoes and food which the workers' increase meant to the sellers of merchandise.

It has been estimated by the Alexander Hamilton Institute that the workers of the United States spend 86 per cent of their annual income and save 14 per cent of it. Their income in 1927 was approximately \$94,000,000,000, for 1928 approximately \$97,000,000,000, and it is estimated that it will run as high as \$101,000,000,000 for 1929.

These are staggering sums to consider.

To bring it down a step, the amount to be spent by the small group of 30,000 workers with the \$1 a day increase, if the 86 per cent is correct, will be \$6,708,000. Some industries are going after that 86 per cent of an income, which is increasing at the rate of more than \$3,000,000,000 a year, with adequate sales and advertising effort. Others are acting as if the annual income were a fixed amount and people were saving 50 per cent of it, instead of 14.

There are new uses for fabrics in home decoration which workers would be interested in hearing about; there are many other things about the home which should be more adequately advertised, for a large proportion of the 86 per cent would be spent where the workers live, if the makers of things used there went after this expanding market more aggressively.

There are whole industries which are definitely under-adver-

tised to the workers as one of their spokesmen said a short time ago in **PRINTERS' INK**.

A more careful consideration of the product and its relation to the new market, made elastic by the continual growth of earned wages, would result in a number of new advertising campaigns in industries which need them badly.

### **Spineless Selling**

The Committee on Credits, Sales Terms and Collections of the National Wholesale Conference, which met in Washington the latter part of April, recently announced the conclusions to which it has come as a result of its investigation into the phases of wholesaling covered by its title. First and foremost among its conclusions the committee places "the tendency toward the taking of unearned discounts." This, says the committee, "is one of the serious credit problems wholesalers face. Only united effort will prove effective in defending the sanctity of the contract which exists when goods are sold on clearly stated terms of sale."

When the committee refers to this problem as one of the serious matters with which wholesalers must contend, we presume its members had in mind the fact that the practice is widespread and is damaging purely because of its prevalence. There is another phase to the situation, however, and one which would seem to warrant special emphasis. This phase centers around the fact that a company or an industry which finds that it cannot compete on a basis of quality and service, but must needs depend upon elasticity of sales terms, is in a bad way.

The terms of sale are the concrete piles sunk deep down to bedrock, upon which the foundation of any business structure rests. Weaken those piles and the building becomes unsafe. That is exactly what one does when sales terms are stretched to accommodate certain customers and when violations of these terms are winked at or passively accepted.

To express it in another way,

the terms of sales are the moral fiber of an industry. Destroy the moral fiber and the industry can no longer exist—not, at least, on a profit-making basis.

In our opinion, then, this committee has done a service of incalculable value to wholesalers when it thus places its finger on the weakest part of wholesaling. Until this is strengthened, other plans for hastening recuperation are scarcely likely to be of any avail.

Stick to your terms of sales or go out of business—there are no two ways about it.

### **No One Wins a Price War**

The price-cutting war which has created such a disturbance in the tobacco industry is proceeding along traditional lines. The opening guns were fired some time ago by the Great Atlantic & Pacific Tea Company when it announced a reduction in price by offering two packages of 15-cent cigarettes for 25 cents. Recently, the Schulte Cigar Stores Company and the United Cigar Stores Company met this cut in all their stores. Now A. & P. makes the retort discourteous by announcing that it will sell two packages for 23 cents.

This last move notifies Schulte-United that A. & P. is ready to meet any possible cut that the tobacco retailers may make. By this move the grocery chain says, in effect, "tobacco is only a small part of our vast business while it is a large part of yours. We have proved in the past that we can make drastic cuts on certain items and yet show a good profit at the end of the year. We doubt whether you can make many further drastic cuts in one of your chief lines without feeling a reflection in your net profits."

In the meantime, the independent tobacco retailer is on the outside, occupying the unenviable position of the innocent bystander. An independent retailer who may be considered average recently showed **PRINTERS' INK** his books. It costs him 10.7, 10.8, 10.8 and 10.9 cents respectively per package for the four leading brands. Add to that .2 or .3 of a cent, which is the cost



of the matches that he gives each purchaser of a package of cigarettes, add all overhead charges, and then figure out how he is going to make a profit selling cigarettes at 12.5 or 11.5 cents.

There is nothing quite so unprofitable as a price war, whether it be in the tobacco or any other industry. Present indications are that no one can possibly win the current war and several parties to the disturbance stand to lose heavily. The consumer, of course, is a momentary winner but experience shows that in the long run he is usually asked to foot the bill.

That the leading tobacco manufacturers are beginning to recognize the seriousness of the war is demonstrated by unofficial statements of their executives and a note of querulousness which has crept into the advertising of at least one of the companies. On the surface it would seem that so long as the manufacturer gets his price for his product he cannot lose. Unhappily, he does lose if the industry of which he is a part becomes upset badly.

In spite of the remarkable growth of chains in all industries the independent retailer is still a big factor. Industries which discourage the independent are making a mistake. In the present tobacco price war, it is the independent who occupies the unhappiest position.

If the situation continues as it is, eventually he will follow the only logical course, which is to turn to sidelines which will make him the comfortable profit that he cannot get from cigarettes. If the experiences of other industries are worth anything, the indications are that the retailer eventually will make these sidelines the bulk of his business while cigarettes will become, as they have already become in many stores, only an accommodation line. From that point to total elimination is a short step.

The tobacco industry, in spite of its internal difficulties, is strong enough to work its way out of the present situation. It should remember, before it is too late, that nobody ever wins a price war.

### Too Many New Accounts

A man who runs a small new hardware store in a country town said proudly last week that he had done a business of \$274—the largest single week in his history. He thought he could do more business if he were able to make more calls on summer cottagers nearby. He would have more time for that, if he didn't have to see so many salesmen.

On being questioned further, he said that including salesmen from wholesalers and specialty men, fourteen men had called on him during the week. Fourteen men made a long trip from the nearest city, using up tires, gasoline, shoe leather and time—all to divide a gross business of \$274.

The new hardware man can't invest in more stock than he sells, unless he is to go broke. Everybody is after the new store to stock his merchandise just because it is another account. "Get more new outlets," says the sales manager—fourteen men battle for the \$274 gross and the hardware man says he could grow bigger if they would give him more time to sell.

It is the old story of going after volume, or numbers of customers, instead of profits. If the salesman can't produce profits, he is a liability. Some form of extra compensation for the production of profits and less emphasis on the new account seems logical to suggest.

If the new storekeeper has selected the wrong goods to start business with, he won't last long anyway. Isn't it more logical to let him start selling what merchandise he has, before every salesman descends on him with time-consuming arguments about his own brands of merchandise? After all, the small new man is not the best credit risk. He is seldom profitable. He may need help and missionary men, but he could get along without fourteen men who try to sell him just their merchandise.

---

The name of the *Daily American Tribune*, Dubuque, Iowa, has been changed to the *Catholic Daily Tribune*.



# Frank Presbrey

tells the **WHOLE** story  
of advertising in his  
new book —

## The HISTORY & DEVELOPMENT of ADVERTISING

Frank Presbrey, "the dean of American advertising," has gathered all the material for a complete history of advertising—from the earliest days of history down to 1929—and he has made from it a book that is vivid, sparkling, always written with an eye to the human values in his subject.

Among the 66 chapter headings are these, for example: *From Symbols in Babylon to Printed Walls in Rome; Warren's Blacking, a Milestone in English Advertising; What the Pilgrims Knew About Advertising; The Arrival of Newspaper Display; When the Religious Weekly Was the Leading Medium; Enter the Human-Interest Trade-Mark.*

The illustrations—350 of them—alone are worth the price of admission! Over 600 pages, \$7.50. Post paid, \$7.75

**DOUBLEDAY DORAN, Garden City, N. Y.**

# Advertising Club News

## C. A. Bundy Elected President of Los Angeles Club

Carl A. Bundy, president of the Carl A. Bundy Quill and Press, has been elected president of the Advertising Club of Los Angeles. He succeeds Herman Nater, assistant vice-president of the Bank of Italy. Howard McKay, sales and advertising manager of the Los Angeles office of the Foster & Kleiser Company, was made first vice-president and Anson Bushnell, Los Angeles manager of *The Christian Science*



Carl A. Bundy

*Monitor*, second vice-president, Phil Battell was elected secretary-treasurer.

George F. Pfaffenberger, general manager of the Southern California division of the Owl Drug Company, was elected to the board of directors. C. J. Elsasser, vice-president and executive secretary of the Golden State Hospital, and Charles Rachal, president of the Charles Rachal Corporation, were re-elected directors. The new administration takes office on July 1.

## Walter Distelhorst Heads Louisville Club

Walter Distelhorst, advertising manager of the First National Bank, Louisville, Ky., was elected president of the Advertising Club of Louisville at its annual meeting. He succeeds Alvin R. Magee, manager, national advertising, Louisville *Courier-Journal* and *Times*, who becomes a director of the club.

Other officers elected were: First vice-president, H. Turney Gratz; second vice-president, Abner F. Sacksteder, and secretary-treasurer, Henry C. Colgan. William M. Fowler, Lewis C. Tingley and T. B. Vinson were elected to the board of directors.

## Heads Providence Women's Club

Miss Mildred Paul was elected president of the Women's Advertising Club of Providence, R. I., at its recent annual dinner meeting. A. Marie Davies was made vice-president; Louise Sullivan, corresponding secretary; Florence M. Dyer, recording secretary; Sylvia M. Paradis, treasurer; Maude Hale, historian, and Elizabeth L. Williams, chairman of publicity committee. Miss Alice R. E. Butler was toastmistress of the evening.

## L. D. Gibbs Made President of Boston Club

Louis D. Gibbs, of the public relations department of the Edison Electric Illuminating Company, has been elected president of the Advertising Club of Boston. He succeeds George Dunning, of the Crowell Publishing Company.

Marion F. Brown, advertising manager of the R. H. Stearns Company, was chosen first vice-president and Harold R. MacNamee, of Barrows, Richardson, Alley & Richards, second vice-president. George D. Moulton was elected treasurer and Charles S. Trefrey, secretary.

The following were elected to the board of directors: John Urban Riley, chairman; Norman S. Rose, John A. Taylor, Minnie I. Taylor and Ralph H. Wilbur.



© Bachrach

Louis D. Gibbs

## Elect Directors of Columbus, Ohio, Club

The Advertising Club of the Chamber of Commerce, Columbus, Ohio, has elected the following directors: Mrs. Nan B. Akin, manager of the Akin Letter Bureau; C. E. Dittmer, director, Ohio Retail Clothiers & Furnishers Association; John Q. Doty, national advertising manager of the Columbus *Citizen*; Roscoe Dixon, advertising specialties; Raymond W. Knopf, secretary-treasurer of the Miller-Knopf Advertising Agency; Harold R. Lee, sales manager of the Terry Engraving Company; William E. Putman, special agent, Ohio Bell Telephone Company, and Harvey R. Young, advertising director of the Columbus *Dispatch*.

## Grand Rapids, Mich., Club Appoints Committee Chairmen

Lee Dygert, vice-president of the Advertising Club of Grand Rapids, Mich., has been appointed chairman of the program committee by A. T. McFadyen, president. Other appointments are: Dewey Blockama, committee on major activities; D. Etheridge, membership; A. B. Burkholder, club relations with civic problems; Edson Geissler, entertainment, and Ray Barnes, publicity. S. Buckner has been chosen to promote interest in the next district convention at Battle Creek, Mich., and T. Kraai, the annual convention of the International Advertising Association.

## President Hoover on Advertising

A message from President Hoover stressing the importance of the ethical value of advertising, has been sent to C. C. Younggreen, president of the International Advertising Association, in support of the world advertising convention to be held at Berlin. President Hoover's message follows:

"The economic, social and international values of advertising are now so generally understood that I need not enlarge upon them. But in conveying to you my cordial best wishes for a successful convention of the International Advertising Association, I should like you to know that I estimate its ethical value as of equal importance.

"The reiterated act of placing one's commercial aims before the public in cold type, day after day, compels one to subject his own motives to a criticism as severe as that which he expects from the public scrutiny. Also, the agencies established by the advertisers themselves for checking up the truth of advertising in general, have produced most beneficial results. The noteworthy advance in the ethics of business, easily perceptible in the last twenty years, is in no small measure due to the self-examination cheerfully exacted of themselves by business men in their practice of the art of advertising."

\* \* \*

## Boyd St. Clair Heads Colorado Springs Club

Boyd St. Clair was elected president of the Advertising Club of Colorado Springs, Colo., at its recent annual meeting. Other officers elected were: Gifford Gillaspay, The Hathaway Advertising Service, vice-president, and Jerome Dummer, The Colorado Springs Gazette-Telegraph, secretary. Fred Armbuster, publicity manager of The Municipal Power Department, was re-elected treasurer.

\* \* \*

## W. R. Mandelcorn Heads Orlando Club

William R. Mandelcorn, executive secretary of the Orlando Realty Board, has been elected president of the Orlando and Orange County Advertising Club, Orlando, Fla., for the year beginning July 1.

Other officers elected are: A. T. Traylor, first vice-president; Russell A. Field, second vice-president; George A. Barker, treasurer; and Stuart J. Davies, secretary.

\* \* \*

## Made Director of Elise A. Runyan, Inc.

Bernice Blackwood, executive secretary of the Advertising Specialties Association, Chicago, and formerly president of the Women's Advertising Clubs of the World, has been made a director of Elise A. Runyan, Incorporated, of that city, women's apparel shops.

## Sums Up New York Bureau's Seventh Year of Work

The year ended April 30, 1929, marked the conclusion of the seventh year in the history of the Better Business Bureau of New York. During that period, according to a report just issued, the Bureau conducted the broadest and most effective program since its organization.

"No period in the seven years' service of the Bureau has been more interesting and more productive than the year just ended," states James C. Auchincloss, president. He points to the fact that there has been a growing understanding and appreciation of the usefulness of the Bureau on the part of business and the public alike, a growth which he anticipates will continue to expand in value as the Bureau increases its number of subscribers and members.

For the fiscal year ended December 31, receipts totaled \$140,598. Expenditures amounted to \$140,096. During the four months ended April 30, 1929, receipts totaled \$50,669 while expenditures were \$49,825.

The activities of the Bureau were particularly effective, according to H. J. Kenner, manager, in blocking the fraudulent use of the partial payment plan to sell securities; in stamping out tipster-sheet methods of stock sales; in stopping illegitimate use of "put and call" operations, and in putting an early end to attempted swindles in the aviation industry. Mr. Kenner also states: "Co-ordination of the activities of the Government and of legitimate business has been accomplished by the Bureau in greater measure than in previous years, keeping step with the increasing volume and complexity of business and the greater need for protecting public confidence in it."

During the twelve-month period, ended April 30, the merchandise section opened 2,279 case files for investigation. The predominant type of inquiry was customer complaints, which numbered 472. Misstatement of materials advertised resulted in 313 inquiries while schemes to defraud constituted the third major classification with 295 inquiries.

## Drapery Account to M. Spivak Agency

The Pharaoh Drapery Company, Inc., New York, maker of drapery damask and Pharaoh voile, has appointed the M. Spivak Advertising Agency of that city to direct its advertising account. Business papers and direct mail are being used.

## Shoe Account to Menken Agency

The Winkelman Shoe Company, New York, has appointed Menken Advertising, Inc., advertising agency of that city, to direct its advertising account.

# The Little Schoolmaster's Classroom

RATHER often the Schoolmaster has lamented that not often enough does advertising seem to realize the presence of the merchandising horizon of the fellow called Salesman. No longer ago than May 9 he remarked: "Much of the effect of good advertising is wasted because the advertiser assumes that all his salesmen naturally know the fundamentals of successful selling and will follow them through consistently."

And it is that remark, apparently, that has caused a Southern pupil to rise in his place and offer for the attention of the Class an idea that has been applied for some time by his concern, the Georgia Power Company. The gentleman is J. M. Stafford, Jr., the Georgia Power's merchandise advertising manager.

Mr. Stafford submits a copy of the "Sales Log," whose masthead reveals that the periodical is published "by and for the sales department." Three of the four pages are devoted to inspirational material and to news of the sales achievements of Georgia Power men.

The fourth page is occupied by what looks like an advertisement. And that is what its label proclaims it to be—"An Advertisement to Our Salesmen." The headline reads:

More Than  
250,000 Users  
And they haven't spent  
a dollar for service or repairs

And the copy:

Two years ago this month the General Electric Refrigerator was first publicly announced.

Today more than a quarter-million American homes are enjoying the exclusive innovations that only the General Electric Refrigerator offers. And not one of these owners has ever had to pay a single dollar for service or repairs . . . that was the General Electric Company's guarantee to them!

Can you think of any other more potent, more all-embracing argument to use in your interviews with prospective purchasers? Do you know of any other appliance that you might sell that says as much for itself?

Isn't there a keen satisfaction in selling an article so thoroughly believed in by its manufacturers?

And remember, too, that the Georgia Power Company is, perhaps, even more interested in the satisfaction of its customers than the General Electric Company—that no matter what happens, our responsibility to the customer never ends, so long as he remains a customer.

Put together, then, the guarantee of the General Electric Company and the guarantee of the Georgia Power Company when you are endeavoring to sell the General Electric Refrigerator!

And there you have it—a selling idea, inspired and originated within the advertising department, and then "sold" to the sales force by the advertising department's own instrument, which is advertising.

\* \* \*

"Operation, planning, training—these are the 'big three' of the sales manager's task." Thus Richard C. Hay, who is well known to PRINTERS' INK readers as the author of articles on sales problems, states the thesis of his book, "Sales Management Fundamentals." (Harper & Brothers).

"Recognition of the fact that no one of the three alone can produce the maximum of profits," continues Mr. Hay, "is a first step to an improvement of the sales executive's results. Operating efficiency of a high order is not of itself enough. Operating efficiency with good planning is better. But operating efficiency with good planning and a sound training program is an almost unbeatable formula for the sales manager who wants to succeed."

As the Schoolmaster looks back over the histories of some sales executives he has known, he realizes how important are Mr. Hay's observations. So frequently a remarkable salesman works his way up to the position of sales manager only to fall down because he sees in that position merely the opportunity further to exercise his sales abilities. The Schoolmaster has known a few sales executives who have come into their positions



Committee of Building Owners and Managers Which Advised on Plans for Minnesota Building, St. Paul. The Meetings Were Held at the St. Paul Athletic Club, St. Paul, March 11-12.

## *Is This Committee Recommending Your Product?*

The above is a typical scene enacted almost every day in many cities throughout the country. This committee of building owners and managers is reviewing plans and making recommendations for the materials and equipment to be used in the construction of the Minnesota Building, St. Paul. These building owners and managers know from experience what products should be used so that a building can be operated at a profit. As a precaution many financial houses now insist on this advisory service before making loans.

Building owners and managers also act independently in selecting materials and equipment. These men either recommend or reject the use of your product for constructing and maintaining office, loft, apartment and other commercial buildings. You can sell these important executives through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.

Write for copy of our Synopsis of this profitable field.



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.  
Eastern Office: 100 East 42nd St., New York City

## Can your products be used as premiums?

A successful premium Sales Manager is now in a position to take on representation for one or two additional manufacturers who seek volume premium business. Now directing premium activities for several nationally known concerns . . . . .

Correspondence is invited only from responsible manufacturers whose goods are adapted to premium use.

**CHARLES P. HOLLAND**  
905 Woolworth Building, New York

*For over 20 years the largest mercantile and publishing houses using premiums have purchased goods through this office.*

## The Merchandising Paper in the Lumber Field

How to sell more at a bigger profit is the topic that interests all lumber and building material dealers today. The American Lumberman is 100% in step with this development. Write for sample copy and see for yourself.

**American Lumberman**

Est. 1873 CHICAGO A.B.C.

## ADVERTISING AGENCIES

Write **MARION-KELLY CO.**  
Des Moines, Iowa, for  
unusual proposition



**Rapid Show Card Letters**  
for making  
**Signs, Show Cards  
and Price Tickets**  
Cut out letters made of  
extra heavy gold metallic  
faced cardboard.  
1/2, 1 and 2-inch sizes.  
Send for samples.

**Brasseur & Company**  
250 W. 78 St., New York

from the office rather than the road, who have had failure predicted for them and yet who, because of their realization of the necessities of operating, planning and training have succeeded where brilliant salesmen fail.

Starting with his premise of the threefold nature of the sales manager's job, Mr. Hay proceeds to a thorough discussion of the work of the sales executive. The result is a book which should be of great value to the seasoned sales manager as well as to the man who has just commenced filling an executive position.

In an appendix Mr. Hay has an admirable analysis of a sales department in outline form. Another excellent appendix is a bibliography of sales articles from business magazines. Mr. Hay has worked out for himself an unusually complete filing system for such articles and draws on this liberally for material.

\* \* \*

Copy writers, whose nerves are slightly frazzled from the pursuit of new words with which to describe food products, will find either encouragement or utter despair in a poem, "Food and Drink," by Louis Untermeyer in the June *American Mercury*.

Why has our poetry eschewed  
The rapture and response of food?  
What hymns are sung, what praises said  
For home-made miracles of bread?

Thus Mr. Untermeyer commences his poem and from there proceeds to do the necessary hymning and praising of the common articles of food which so many copy writers seem to see as bundles of calories and vitamins.

"Red-faced tomatoes ample as a countryman's full-bosomed lass."  
"Young veal that's smooth as natural silk." "The lavish motherliness of milk." "Quick, mealy comfort glowing in a baked potato's cracked skin." "The slow-gold nectar maples yield." "The cooling sanity of lettuce and every other herbal green whose touch is calm, whose heart is clean." "Frank lemons with acid tongues as sharp as women's." "Suave bananas." "Tight-bodied figs."

# Advertising Manager Wanted

## FOR NEW Woman's Magazine

**W**E are seeking a man who is capable of commanding the attention and interest of the important buyers of space. This means that he either has entrée now or has the personality and ability to get the story across to these individuals. The story is strong and the possibilities very great for the right man.

The type of accounts for which the magazine will be logical are the highest grade of food and household accounts now appearing in women's magazines, this magazine to act as supplementary intensification among a certain very desirable type of home women.

Position entails directing Eastern selling staff, supervising work of six territorial offices of publishers' representatives and responsibility for advertising promotion, etc. But man must handle personally most important Eastern selling.

The man who is wanted should probably have served on the selling staff or been in a sales executive capacity with some magazine and should have good agency contacts in the East. No one will be considered who has not been earning about \$10,000.

All applications will be treated as strictly confidential. State in first letter (a) Education: (b) Age and family ties: (c) Positions held, giving date: (d) Whether now employed. No one will be interviewed who does not first write this information.

**Address "V," Box 230, Printers' Ink**



## ADVERTISING MANAGER

well experienced and qualified in every phase of direct mail and trade paper campaigns, including writing of copy and direction of layout, will be available. Opportunity must be one that calls for the abilities of a merchandiser and organizer rather than a mere buyer of space. He will continue in his present position unless a desirable opportunity presents.

An enviable record of accomplishment can be shown. Address "L", Box 82, PRINTERS' INK.

## AN ALL-AROUND ADVERTISING WOMAN

is now available. Her varied and comprehensive experience includes advertising and sales management for nationally distributed products; contacting and copy writing with agencies; and retail copy writing with a department store. An efficient executive and a prolific writer ... a woman who *gets things done* ... a Protestant ... a square shooter ... able and willing to tackle a man-size job. The right manufacturer, publisher, or advertising agency will welcome her on its staff ... will you write her for a personal interview? Address

"M," Box 51, Printers' Ink

**CREATIVE**  
**Cartoons**  
TO ORDER  
**DOC RANKIN**  
**HOW 34" NYC**  
**NO STOCK CUPS LONGACRE 0577**  
**LET DOC SELECT HISOR IS YOUR COPY**

**PATENT YOUR IDEAS**  
Inventions developed. Patents secured in all countries. Call or send me a sketch of your invention. Satisfactory terms.  
**FREE** Confidential advice, literature, Inventor's Recording Blank.  
**Z H POLACHEK** DEC. PATENT ATTORNEY  
1234 BROADWAY CONSULTING ENGINEER  
NEW YORK

"The bright astringency of berries." "Crepe-satin luxury of cream." "Thick sauerkraut's fat-bellied savor." "Large generosity of pies." "The smug monotony of rice."

The Schoolmaster has merely picked here and there although the temptation to quote the whole poem is almost overpowering. Set these phrases up against the latest advertisement with its "apple-a-day-keeps-the-doctor-away" appeal. Calories, avant! Vitamins? Have at them! The Schoolmaster is still gourmet (gourmand if you will) enough to eat food because of its flavor and not because of its value to the medical profession. He hopes that the art of eating has not been so submerged beneath the austere sanity of surgeon's dress that there is not still room for advertising that appeals to the base lusts of the stomach.

\* \* \*

Mrs. Brown (an average customer) happens to be in the city so she decides to pay a visit to the man to whom she has been writing about her washing machine. If the good gentleman is consistent, here is the way the conversation is destined to run:

Mrs. B.: "A few days ago I wrote you about my washing machine. It doesn't work right. I was passing by today and thought I would come in and ask you about it. Are you the man who has my letter?"

Man: "Dear Mrs. Brown. Referring to your inquiry, please be advised that I received your kind favor of recent date and will promptly reply to same in due course."

Mrs. B.: "What's that? Am I in the right place? This is Ward's isn't it?"

Man: "In compliance with your last question, beg to state for your information that this is Montgomery Ward's. Same will be glad to assist you in every possible way in regards to your Wayway washer which, according to previous instructions, fails to function."

Mrs. B.: "Good Heavens! Are you trying to make fun of me?"



# Branch Executives

Men who have successfully managed sales forces and whose earnings are over \$6,000 are invited to reply to this advertisement.

Specialty sales experience and management is preferred but not required. Ability to organize, train and hold men is important; and applicants should have a record of profitable operation.

The business is thoroughly established and the men selected will have the benefit of the experience and cooperation of other successful executives. Salary and yearly bonus.

Please submit detailed information including age, education, past experience, present earnings, languages spoken, and your preference as to permanent location.

Address "E," Box 226, c/o Printers' Ink.

**ADVERTISING****SALESMAN AVAILABLE**

This man is a thoroughly seasoned advertising salesman and is familiar with every phase of advertising and publicity work.

His experience includes work on well-known metropolitan dailies and publications, and is accustomed to selling against strong competition.

He is old enough to possess tact and sound judgment, young enough to be energetic and enthusiastic and carries the unqualified endorsement of his previous employers.

Invites the correspondence of publishers, advertising managers, and publishers' representatives.

Salary requirements reasonable.

Address "V C G," Box 86,  
Printers' Ink

## A Real Chance for the Right Man

A fast-growing and successful class magazine wants the services of an advertising man with a broad knowledge of the handling of general accounts. An unusual opportunity for the right man to develop a worth-while proposition. Knowledge, vision and industry are required. The opportunity is open.

Address "Q," Box 85,  
Printers' Ink

**Wanted**

## Two Small Publications with Possibilities

Somewhere in the United States there is a publisher, who needs assistance, such as advertising revenue and efficient business management.

### I Can Furnish Both but I Am Not Looking for a Position

Will either take over the business and advertising management on a percentage of profits basis or will consider buying outright.

All correspondence will be kept in strict confidence. Address "T," Box 88, Printers' Ink, 231 So. La Salle St., Chicago, Ill.

**Part-Time Work**

- In commercial analysis.
- For a manufacturer, an agency, an industrial paper or an association.
- Location, New York area.

Address "O," Box 84, Printers' Ink.

Man: "Regretting that what has just been stated does not meet with your full approval, wish to advise further that we hope you will not let this instance keep you from making many future purchases from us at your earliest convenience."

Mrs. B.: "This is simply awful. And I thought I could find out exactly what to do with my washer."

Man (going on, deeply absorbed in phrases): Trusting that a settlement on this matter along these lines in the near future will meet with your entire satisfaction, permit us to say that you can always count on Ward's for service."

This little dialog was spotted by the Schoolmaster while perusing the excellent course in letter-writing used by Montgomery Ward for training its several hundred correspondents. As absurd as it is, it nevertheless should make even us amateur letter-writers flinch just a little. Some of these absurd phrases do sound very, very familiar! Admitting that a business letter is primarily a thing of utility, certainly its effectiveness would not be decreased by a simpler, more natural letter-writing style than many of us have fallen into the habit of using. As Ward's course remarks, the formal letter with its set phrases belongs back in the period of the tally-ho and the hoop-skirt.

## Boncilla Account to Van Allen Agency

Boncilla Laboratories, Inc., Indianapolis, has placed its advertising account with The Van Allen Company, Chicago advertising agency. Magazines and radio are being used.

## Joins Rockford "Daily Republic"

James W. Conroy, formerly with the Miami, Fla., *Daily News*, has joined the display advertising staff of the Rockford, Ill., *Daily Republic* as manager of the special feature department.

## New Account for McCready- Parks Agency

Nemser Gowns, Inc., New York, has appointed McCready-Parks, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

### Scranton "Republican" to Prudden, King & Prudden

The Scranton, Pa., *Republican* has appointed Prudden, King & Prudden, Inc., publishers' representative, as its national advertising representative.

### Appoints Albert Frank Agency

Washburn, Frost & Company, Boston, dealers in investment securities, have appointed the Boston office of Albert Frank & Company, advertising agency, to direct their advertising account.

## Wanted

## DIRECTOR of ADVERTISING

by large manufacturer of Men's  
Clothing with Chain Store retail  
outlets. Good salary. Excellent  
opportunity for high grade man.  
Replies treated confidentially.  
Address Box 40, Doremus & Co.,  
44 Broad Street, New York.



Dominates with 74,195 net paid Circulation

F. R. HAMMERT  
Editorial Director

FLORIDA

**FARN & GROVE**

TAMPA,  
FLORIDA

*The 50 Rural Communities we blanket*

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.

New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

## Multigraph Ribbons Reinked

OUR *RE-INKING*

Send 3 Ribbons  
to be Re-Inked  
at our expense

process costs only \$6.00 a dozen. Try it. A  
trial order will convince you that it is the best  
Re-Inking you can buy.

**W. Scott Ingram, Inc.**

57 Murray St., New York City

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Experienced Advertising and Merchandising Man**, also trained in licensing, will personally execute commissions in Europe. Leaving in July. Highest references. Box 805, Printers' Ink.

**Direct Mail Advertising** created, planned and written. Booklets—broad-sides—folders. Inquiry involves no obligation. Phone Ashland 4251, New Process Advertising Inc., New York Life Bldg., N. Y. C.

**Publication Representative**—with own office, will give high grade representation to worthy business paper in Philadelphia, Baltimore and adjacent territory. Address Room 810, Colonial Building, 1237 Market St., Philadelphia.

**MR. PUBLISHER:** Do you need Chicago representation? University graduate with 12 years successful selling of advertising in newspapers and trade papers. Established office, well known among advertising agencies. Box 802, P. I., Chicago Office.

### Artist of Unusual Versatility and Experience

Wants space in good agency on reciprocal basis. Box 798, P. I.

### MAIL ORDER BUSINESS FOR SALE

Located in Chicago, Illinois  
Well established, rated, growing, profitable, specialty m. o. business, selling its product nationally direct to consumer. Own mfg. plant. Annual sales around \$100,000. Nets me over \$15,000. Price for quick sale \$35,000. At least half cash required. Box 793, Printers' Ink.

### PUBLISHERS!

#### Do You Want Ohio Representative?

One or two publishers who are at present without representation in Ohio and Western Pennsylvania can secure services of a Publisher's Representative with a successful sales record. Fifteen years of experience in Ohio-Western Pennsylvania field has given him a wide acquaintance among advertisers and entree into all agencies. Best of references given. Box 795, Printers' Ink.

**AREA REPRESENTATIVES** and Section Salesmen—both for new tested service related to production in industry and business. Easy sales, real commissions if you can sell these contacts. Write what you would want to know. Mohawk River; Buffalo; Providence; Baltimore; Cincinnati; Toronto; the Pacific coast sections open. Box 814, P. I.

### HELP WANTED

#### ART SERVICE SALESMAN

Aggressive man with New York contacts and entree in large agencies. Unusual opportunity for right man. Box 817, Printers' Ink.

#### SALESMAN WANTED

to sell color and black lithography to trade and direct. Liberal arrangements. Will also accept young man to break in. Box 815, Printers' Ink.

#### RESEARCH ASSISTANT

Experienced woman capable of taking responsibility of planning, directing and analyzing surveys for a New York Market Research Service. Write full details of age, experience and ambition. Box 804, Printers' Ink.

#### CIRCULATION - OFFICE - MANAGER

Capable young man wanted immediately to supervise circulation and general office of monthly. Splendid opportunity for right party seeking permanent connection. Must be prepared to start west immediately. Full particulars. Box 812, Printers' Ink.

#### EASTERN REPRESENTATIVE

Big proposition now open for experienced magazine representative able to finance himself for six months; must devote his entire time to development of color pages in high-grade National medium with nearly two million A. B. C. circulation; references required. Box 807, P. I.

**OPPORTUNITY** for successful printing or advertising salesmen to develop own territory, selling advertising specialty to hotels, resorts and communities. Straight commission. Write for interview, giving experience, age and territorial preference. **AUTOMOBILE BLUE BOOKS, Inc.**  
3815 Armitage Ave., Chicago, Ill.

### ART DIRECTOR

For Publishing House, young woman capable of directing twenty artists. Must thoroughly understand figure construction for illustrating, not for fashion work, have taste in design, a knowledge of lettering, and to be able to handle people. Give complete details. Box 803, P. I.

**Correspondent**—Large Eastern Corporation requires the services of a first-class, all-around correspondent. Analytical insight into sales and collection problems essential. Must be able to interpret and adapt himself to company policies, but initiative and intelligent aggressiveness in handling company business will receive liberal consideration and be adequately rewarded. Write fully to Box 806, P. I.

#### SECRETARY-STENOGRAPHER

large publishing company requires two competent secretaries; one for editor and one for executive. Both positions present unusual opportunity; interesting work and adequate remuneration. College education essential. Knowledge of French and German desirable in editorial secretary. Write fully regarding experience and qualifications. Box 576, Equity, 100 W. 42nd St., N. Y.

## Post Graduate School of Journalism for Women

Positions guaranteed, salary range \$50 to \$100 weekly. Registration must be made immediately. Training tuition \$100 in advance. Address:

Feature School of Journalism  
45 North Main St. Wilkes-Barre, Penn.

#### MISCELLANEOUS

## ADVERTISING BY MAIL

Our ever-increasing list of satisfied clients proves that service is more than a slogan with us—it is a practice. Direct mail campaigns planned and executed in their entirety. **MAILING, AD-DRESSING, MULTIGRAPHING and MIMEOGRAPHING.** Our representative will be glad to help you solve your direct mail problems at your convenience. No obligation of course.

#### BLAIR LETTER SERVICE

480 Lexington Avenue, N. Y. C.  
Phone: Wickersham 0582, 0583

#### POSITIONS WANTED

**ARTIST**—Young woman, with excellent commercial training in Paris and some practical experience desires position, or free lance connection, with agency or service. Box 797, Printers' Ink.

**WITH AGENCY**—Copy, lay-out, direct mail, or radio dramatics by young man, 27, university graduate with good background in national advertising. Samples. Box 799, Printers' Ink.

**ARTIST**—Thoroughly experienced agency man specializing in finest hand lettering, layouts, decorative design, folders, booklets, direct mail. Desires position or free-lance. Box 794, Printers' Ink.

#### COPYWRITER

who controls some billing seeks connection with N. Y. agency. A congenial and experienced man who can really write. Box 811, Printers' Ink.

**LAYOUT-ARTIST**—Young woman with agency and printing experience originating effective ideas for booklets, folders, etc., and developing them into finished art. Box 796, Printers' Ink.

#### ADVERTISING SOLICITOR

Experienced in the sale of advertising in trade and consumer publications. Also experienced in selling merchandise. Age 30. Box 800, Printers' Ink.

**EXPERIENCED ARTIST** young woman now employed as designing art director and stylist, with six years' experience as free lance artist, wants position with a future. Box 809, Printers' Ink.

#### WANTED

by young woman, position as general or secretarial assistant to advertising manager. Advertising dummy make-up experience. Available July 1st. Box 819, Printers' Ink.

#### ADVERTISING SALES EXECUTIVE

Experienced young advertising woman. Excellent record as business producer. New York, seeks new connection, magazine, newspaper or agency. Salary and commission. Box 818, Printers' Ink.

**COPY WRITER**—Eight years' experience in originating successful newspaper, magazine and booklet advertising—also radio publicity. College grad., technical education. Knowledge production and layout. High recommendations. Box 810, P. I.

**ADVERTISING SALESMAN**—thoroughly experienced—wants to make a change. Now covering entire Middle West on group of newspapers. Has good contact with advertisers and agencies in this territory. Has had general magazine and trade-paper experience. Age 27, married. Box 801, Printers' Ink, Chicago Office.

## DIRECT MAIL

#### AND MAIL ORDER

Outstanding experience selling products through agents, C. O. D., direct sale, jobber, dealer; accustomed to complete responsibility creating analysis, plans, copy, layouts, art direction, contact; present salary \$7,500. Box 813, P. I.

**ADVERTISING** salesman or production manager. American, Christian, married, 36, successful background, 10 years business paper publishing, including space selling, production, service, make-up, printing, &c., desires represent business paper or handle entire production; consider moderate salary in view good future; conscientious, hard worker; highly recommended. Box 816, Printers' Ink.

## THIS LAYOUT MAN MADE A MISTAKE

—did layouts for agency . . . left to earn more in chain-store advertising. Miss scope and contacts of national work with agency or national advertiser. Salary (I've learned my lesson) secondary. Box 808, Printers' Ink.

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## STOP Signals

"**E**VERY advertiser whose account we have has a right to advertising that *stops people*. For each, our basic job is to devise an entire *continuity* of advertising that always has a personality of its own, dramatic and different than other campaigns in the same line or the same mediums. And from time to time this campaign must go up on the bulletin board before our general conference—to make sure that, through distinctive and consistent layout, art, headline and copy angle, the campaign possesses a striking individuality."

—Quoted from this agency's confidential manual of Written Standard Practice.



# Carroll Dean Murphy, Inc.

35 E. Wacker Drive, CHICAGO

COMPLETE ADVERTISING CAMPAIGNS IN ALL MEDIA

Carroll D. Murphy, *President and Treasurer*  
Vice Presidents

Frank R. Schwengel      Myron T. Harshaw

# Department Store Advertising Declines in Chicago— BUT GAINS IN THE TRIBUNE

**D**EPARTMENT store sales in Chicago during the first four months of this year were the best they have ever been in any similar period of any year.

In these four months Chicago department store lineage declined. The chief sufferers were the two principal evening newspapers.

During this period, department stores bought 121,981 more lines in The Tribune than in the same period in 1928.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*Circulation: Daily, 865,986; Sunday, 1,209,643.*